

SBW Consulting, Inc.

Report No. 0202

Impact and Process Evaluation of the 2001 Commercial Water Conservation Programs

Volume 2

Participant and Population Surveys

Submitted to

Saving Water Partnership
C/O SEATTLE PUBLIC UTILITIES
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Submitted by

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1 Overview of Volume 2

The purpose of this volume is to provide detailed information about the Participant Decision-Maker Survey and the Population Decision-Maker Surveys (Baseline and Follow-Up). This volume contains the survey instruments, coding procedures and definitions, and survey frequencies. An access database with all the data for each survey has been provided separately to SPU. These resources can be used to double-check any methods that were used, to locate other data not presented in the report, and for further analysis of this data.

In addition, for both the participant and population surveys, verbatim responses to selected open-ended questions are provided. These verbatim responses reveal more qualitative information about customer perspectives. The population survey verbatim responses about conservation actions should also be useful for analyzing the types of water saving actions that contributed to an overall drop in consumption in the commercial sector during 2001.

2 Participant Decision-Maker Survey

2.1 Participant Decision-maker Telephone Questionnaire

The questionnaire used to interview participant sample decision-makers appears on the following pages.

Respondent # _____

Utility Code # _____

Project ID Number _____

**2001 Participant Survey - Commercial Water Customers
Seattle Public Utilities and Purveyors - 1% Conservation Programs
Final Questionnaire - July 2001**

Log for Interviewer: Record every call made in the slots below.

Date	Person	Organization/Facility	Phone/e-mail	Results
		Org:		
		Facility:		
		Address:		
		Utility:		
		Measure:		
		Participated in NON-PARTICIPANT Survey? Yes		
		No		
		Brief background information on customer from data bases. This short narrative could include information on:		
		➤ Year first participated:		
		➤ Previous completed contracts and measures		
		➤ Current projects		

Introduction (Guideline only; interviewers may need to tailor wording to the exact situation. Before calling, review project information to determine if this organization was part of the non-participant survey, to find out what background information we already have, to fill out any relevant information on the interview form, and to determine how to refer to the building/facility/address)

Hello, my name is _____, and I'm calling on behalf of (name of utility) _____.

May I speak to _____? (Name from records.)

(When correct person is reached) We're following up on the _____ (describe measure) you recently installed with the help of your water utility at (give name or address of building) _____.

The purpose of my call is to talk with you about your participation in this program, especially what prompted you to participate and how satisfied you've been with the services and the water saving measures installed. (Arrange time for interview; it will take 30 –45 minutes.)

Organizational Information.

First, I want to gather some background information on your organization. *(If needed add: Some of this information I may already have, so I'll just need to confirm that with you. For those questions where you have information, say something like "My records show that . . .)*

1. What is your job title or job description? _____

3. Do you own the (building/facility/property) where the water saving measures were installed, do you lease it, or do you manage it?
 - 1 Own
 - 2 Lease
 - 3 Manage
 - 4 Other
 - 5 Don't know

3. Which of these categories best describes the primary type or types of business at this (building/facility)? *(read responses and circle all that apply)*
 - 1 Manufacturing
 - 2 Office
 - 3 Restaurant
 - 4 Grocery
 - 5 Non-Food Retail
 - 6 Warehousing
 - 7 Education
 - 8 Hotel/Motel
 - 9 Mixed use – more than one of the above
 - 10 Mixed use – business and residential
 - 11 Other (specify) _____

4. What is the approximate overall square footage of the (building/facility/irrigated area) at this address?
_____ (Offer ranges below if they don't have a number)
Circle which type of area:
 - 1 Building Area
 - 2 Irrigated Area
 - 1 Less than 10,000 square feet
 - 2 10K-50K square feet
 - 3 50K-100K square feet
 - 4 100K square feet or more
 - 5 Don't Know

5. Do you own or manage other (buildings/facilities/grounds) in the Seattle area, or just the ones at this address?
 - 1 Yes
 - 2 No
 - 3 Don't Know

Program Participation

Now I'd like to talk with you more about the project where you installed (describe measure) with the help of your water utility.

6. First, do you recall the name of your utility's program?

- 1 Water Smart Technology
- 2 Other _____
- 3 No, do not recall

7. (If needed: For your information, it's called the Water Smart Technology Program.) Is this the only time your organization has participated in this program, have you completed projects before this one, or do you have other projects going on at the same time as this one?

- 1 Only time (skip to Q11)
- 2 Don't know (skip to Q11)
- 3 Completed projects before (ask questions 8, 9, 10 below)
- 4 Concurrent projects (ask questions 8, 9, 10 below)

8. How many projects have you completed before this one? _____

9. How many projects are still going on besides this one? _____

10. Overall, just considering these other projects, would you say you've been very satisfied, somewhat satisfied, or not satisfied with the program services you've received?

- 1 Very satisfied
- 2 Somewhat satisfied
- 3 Not satisfied

11. At this point, do you feel:

- 1 Very informed about the WST program
- 2 Somewhat informed
- 3 Not too informed

12. Now, just focusing on the (measure _____) at the (facility _____), what was the **single most important** reason your organization decided to install this measure through WST at this time? (Probe: Any other reasons or criteria that were important in your decision?)

Single most important: _____

Other reasons/criteria: _____

13. Who was involved in making the decision to install this measure?

Now I'd like to find out more about the role of your utility in your decision to install (measure _____).

14. Before submitting an application to the program, had you taken any steps, on your own, related to this measure. This could include any design work, getting approvals, getting funding, ordering equipment, preparing for the installation, or doing part of the installation?

15. On a scale of 1 to 10, how likely would you have been to install this **exact same** measure, in the same time frame, without the help of the Water Smart Technology program? **1** means you would have been **very likely** to install it on your own without the program in the same time frame. **10** means you would have been **very unlikely** to install it on your own in the same time frame without utility help.

Measure	1 = Very Likely to do on own 1 2 3 4 5 6 7 8 9 10 10 = Very Unlikely to do on own	If 1 ,2,3: Why would you would have done this on your own? If 4-7: Why do you give that rating? If 8, 9,10: What did your utility do or offer that made the difference?
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16. How much, if at all, did the potential drought situation this year influence your decision to install this measure ? Would you say it . . .

- 1 Was a big influence
- 2 Was somewhat of an influence
- 14a. **If influenced: How did it influence you?** _____
- 3 Was not an influence
- 4 DK

17. How important a factor was the program's financial incentive in motivating you to install this measure?

- 1 Very important
- 2 Somewhat important
- 3 Not too important
- 4 Not at all important
- 5 DK/NA

18. Do you feel the incentive level the program provided for this measure was too low, about right, or perhaps too high?

- 1 Too low -- What should the incentive level be? _____
- 2 Too high -- What should the incentive level be? _____
- 3 About right

19. If the incentive had been 50% less, would you still have installed this measure through the program?

- 1 Yes -- Why? _____
- 2 No
- 3 DK

20. At this point, would you say you've been very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied with the operation of this measure?

- 1 Very satisfied
- 2 Somewhat satisfied
- 3 Not too dissatisfied
- 4 Not at all satisfied
- 5 DK/NA

21. Why do you give that rating? _____

22. Due to installing this measure, do you expect to see a drop in your water bill?

- 1 Yes – How much money do you expect to save on an annual basis? _____
- 2 No – Why not? _____
Is it a problem not to see savings on your bill? _____
- 3 Don't Know

23. Are there any other water saving opportunities that you'd like to pursue at this location that you haven't already applied for under WST?

- 1 Yes – What ones? _____
- 2 No
- 3 DK

24. Now I'd like you to rate your satisfaction with various aspects of the WST program, just for the measure we've been discussing (). (If needed: By the way, I'd like you to just give your ratings based on the regular program services and not the recent engineering study SBW did to assess water savings from the measure.) Please tell me how satisfied you've been with (read first one below). . . Would you say you've been Very Satisfied, Somewhat Satisfied, Not Too Satisfied, or Not At All Satisfied with that aspect of WST?

Attribute	Very = 1 Somewhat = 2 Not Too = 3 Not At All = 4	Probe
Overall program operation and services	1 2 3 4 5 dk	Why do you give that rating? Any improvements?
The communication of program benefits	1 2 3 4 5 dk	Why do you give that rating? Any improvements?
Program outreach and marketing	1 2 3 4 5 dk	Why do you give that rating? Any improvements?
The program rules and requirements	1 2 3 4 5 dk	Why do you give that rating? Any improvements?
The application and paperwork process	1 2 3 4 5 dk	Why do you give that rating? Any improvements?

The technical proficiency of the utility staff, including their understanding of your operation	1 2 3 4 5 dk	Why do you give that rating? Any improvements?
The communication skills, follow-through, support, and timeliness of the utility staff	1 2 3 4 5 dk	Why do you give that rating? Any improvements?
The project approval process	1 2 3 4 5 dk	Why do you give that rating? Any improvements?
The payment procedures	1 2 3 4 5 dk	Why do you give that rating? Any improvements?

25. When did you first hear about Water Smart Technology program? _____

26. How did you become aware of the program? (may be multiple response)

- 1 Utility advertisement/marketing/information – **Probe: Specifically, how?**
 - 1 Utility Web site
 - 2 Utility newsletter
 - 3 Utility bill stuffer
 - 4 Direct mail/letter/brochure
 - 5 Visit or call from program manager
 - 6 Media story
 - 7 Other (define) _____
- 2 Business associate/colleague/professional organization/word of mouth
- 3 Checked if utility had program
- 4 Other _____
- 5 Don't Know

27. How well known do you think WST is among your professional colleagues who manage or operate similar buildings or facilities? Would you say it's . . .

- 1 Known by many
- 2 Known by some
- 3 Not well known
- 4 Don't know

28. What's the best way to reach you with information about the type of services WST provides?

29. Did you experience any barriers to participating in the program?

- 1 Yes -- IF YES: What barriers? _____
- 2 No
- 3 Don't Know

30. Overall, what would you say were the greatest strengths or benefits of participating (this time) in the program? Please be specific. _____

31. What do you think are the most important things to improve about the program?

32. Has participating in the program prompted any changes in your organization, such as how upper management sees water saving opportunities or how employees view water use?

- 1 Yes -- What changes? _____
- 2 No
- 3 DK

33. Has participating prompted your organization to plan or to take any additional water saving actions on your own outside the program?

- 1 Yes, planned -- What have you planned? Why? _____
- 2 Yes, taken -- What actions have you taken? Why? _____
- 3 No
- 4 DK

Now I have some final questions.

34. Overall, how important is it for your organization to actively pursue opportunities to save water?

- 1 Very important
- 2 Somewhat important
- 3 Not too important
- 4 Not at all important
- 5 Don't Know/No answer

35. Why do you give that rating? _____

36. At this point, how much more water do you think your organization could save, across all your buildings and facilities, compared with what you're using now? Would you say you could save . . .

- 1 10% or more
- 2 5% up to 10%
- 3 1% up to 5%
- 4 Less than 1%
- 5 Don't Know

37. What would you say are the major barriers that your organization faces in reducing your water use even further? (Do not read; write in any answers that don't fit the answers listed.)

- 1 There are no (more) cost-effective steps to take
- 2 We don't believe there's a problem with having enough water
- 3 We don't have the money
- 4 We don't have the time
- 5 We don't know what can be done
- 6 Can't control behaviors of visitors, patients, guests, customers etc.
- 7 Other _____
- 8 Don't know

38. In general, do you believe the actions of commercial, institutional, and industrial customers can:
(1) greatly affect whether we have enough water to meet the future demands of our region; (2) somewhat affect whether we have enough water, or (3) have little effect on whether we have enough water?

- 1 Greatly affect whether we have enough water for the future
- 2 Somewhat affect whether we have enough water
- 3 Have little effect on whether we have enough water
- 4 Don't Know

39. Have you heard of the 1% Water Conservation effort that your utility is sponsoring?

- 1 Yes – Do you know what's involved with that effort?

2 No

3 Don't Know

40. What final advice do you have for your water utility about how best to work with you on water efficiency efforts in your organization? _____

PS: Try to get e-mail address if not in records :_____

Thank you for all your help! (Close)

**People to contact if questions : Linda Dethman (research manager) (206) 760-1974
(project managers at Seattle Public Utilities)**

Tim Skeel 386-9084 or Hans Van Dusen (206) 684-4657

2.2 Procedure for Estimating Net-to-Gross Ratio

How to Calculate the % of Savings for WST Projects

Step 1: Use Question 15 as base for % savings to be awarded. This is a self-report of the level of free-ridership; respondents have little reason to inflate the influence of the program since they've already received their incentive. Every project gets at least 10% of savings to begin with, giving them the benefit of the doubt. Final scores cannot go above 100% savings or below 0% savings.

Note: The reason for their rating needs to be consistent with the rating:

- if 1,2,3: the decision had already been made, equipment had to be replaced anyway
- if 4,5,6,7: WST pushed company over the edge, even though they were predisposed to do all or part of it
- if 8, 9,10: They wouldn't have done it without the financial or technical assistance of WST

Q15: On a scale of 1 to 10, how likely would you have been to install this **exact same** measure, in the same time frame, without the help of the Water Smart Technology program? **1** means you would have been **very likely** to install it on your own without the program in the same time frame. **10** means you would have been **very unlikely** to install it on your own in the same time frame without utility help.

% equivalencies		
If Score is X, savings is X%		
1 =	10%	If 1 ,2,3: Why would you would have done this on your own?
2 =	20%	
3 =	30%	
4 =	40%	If 4-7: Why do you give that rating?
5 =	50%	
6 =	60%	
7 =	70%	If 8, 9,10: What did your utility do or offer that made the difference?
8 =	80%	
9 =	90%	
10 =	100%	

Step 2: Use Question 7 to give credit for first time participant.

Q7: Is this the only time your organization has participated in this program, have you completed projects before this one, or do you have other projects going on at the same time as this one?

- Only time = +5% added savings due to potential influence of program on water saving ethic, intro to new ideas for saving water, and future actions
- Participated before = 0% since this gain had already been realized through previous participation

Step 3: Use Question 14 to deduct credit for advance purchase or installation of equipment. Use open ended answer here and elsewhere in questionnaire to determine how far participant had gone before applying.

Q14: Before submitting an application to the program, had you taken any steps, on your own, related to this measure. This could include any design work, getting approvals, getting funding, ordering equipment, preparing for the installation, or doing part of the installation?

- Planning/design/decision-making = 0% -- Anything up to ordering equipment means the program can influence what is installed
- Ordered/bought/received equipment = minus 25% of savings
- Installed equipment = minus 50% of savings

Step 4: Q16 – Influence of Drought Credit This credits fast action in response to the drought alert. Use open ended explanation to clarify.

Q16: How much, if at all, did the potential drought situation this year influence your decision to make this water saving improvement install this measure? Would you say it . . .

- Was a big influence = +10%
- Was somewhat of an influence = +5%

Q16a. If influenced: How did it influence you? _____

- Was not an influence = 0%
- DK

Step 5: Q23/33: Measure Spillover Credit – due to program influencing other potential or actual water saving actions. Use open-ended explanation to help determine if planned or taken.

➤ Q23: Are there any other water saving opportunities that you'd like to pursue at this location that you haven't already applied for under WST?

➤ Q33: Has participating prompted your organization to plan or to take any additional water saving actions on your own outside the program?

- Yes, planned = + 5%
- Yes, taken = + 10%
- No/DK = 0%

Step 6: Q32: Attitude/Behavior Spillover Credit – due to program influencing management or employees to develop a water saving ethic. Again, use open-ended to help determine if real effect.

➤ Q32. Has participating in the program prompted any changes in your organization, such as how upper management sees water saving opportunities or how employees view water use?

- Yes, significant = +10%
- Yes, some = + 5%
- No/DK = 0%

2.3 Participant Survey Database Code Definitions

Data gathered from participant decision-makers were coded and entered into the database that accompanies this report. Provided below is a list of each variable in the database table named "Participant Sample DecisionMaker Survey Results," containing the data from this survey. Also provided in this list are the labels for each of the coded variables in this database table.

Name	Variable Label/ Value Labels
ID	ID
SBWID	SBWID
FACILITY	FACILITY
M1	Measure1
	Value Label
	1 Low flush toilets
	2 Low flush urinals
	3 air-cooled compressor
	4 air-cooled refrigerator
	5 air-cooled ice machine
	6 irrigation control system
	7 dry dental vacuum
	8 water pumps
	9 ozone laundry system
	10 cooling tower
	11 cooling system
	12 heat pump
	13 H-access washers
M2	Measure2
	Value Label
	1 Low flush toilets
	2 Low flush urinals
	3 air-cooled compressor
	4 air-cooled refrigerator
	5 air-cooled ice machine
	6 irrigation control system
	7 dry dental vacuum
	8 water pumps
	9 ozone laundry system
	10 cooling tower
	11 cooling system
	12 heat pump
M3	Measure3
	Value Label
	1 Low flush toilets
	2 Low flush urinals
	3 air-cooled compressor
	4 air-cooled refrigerator
	5 air-cooled ice machine
	6 irrigation control system
	7 dry dental vacuum
	8 water pumps

	9	ozone laundry system
	10	cooling tower
	11	cooling system
	12	heat pump
Q1	Q1 Job title (string)	
Q1A	Q1 Job title	
	Value	Label
	1	Owner/partner
	2	Chief engineer
	3	Facilities management
	4	Other
	9	DK/NA
Q2	Q2 Own/lease/manage?	
	Value	Label
	1	Own
	2	Lease
	3	Manage
	4	Other
	5	DK
Q3	Q3 Type of business	
	Value	Label
	1	Manufacturing
	2	Office
	3	Restaurant
	4	Grocery
	5	Non-food retail
	6	Warehousing
	7	Education
	8	Hotel/Motel
	9	Mixed Use
	10	Mixed use- bus/res
	11	Other
SQFEET	Q4 Square footage (>1000 is exact)	
	Value	Label
	1	< 10,000
	2	10K-50K
	3	50K- 100K
	4	100K or more
	5	DK
Q5	Q5 Own/manage other bldgs?	
	Value	Label
	1	Yes
	2	No
	3	DK
Q6	Q6 Recall name of program?	
	Value	Label
	1	Water Smart Technology
	2	Other
	3	Do not recall
Q7	Q7 Completed projects before?	
	Value	Label

	1	Only time
	2	Don't know
	3	Completed projects
	4	Concurrent projects
Q8		Q8 Projects completed before this one
Q9		Q9 Projects still going on besides this one
Q10		Q10 Satisfied with program svcs received?
	Value	Label
	1	Very satisfied
	2	Somewhat satisfied
	3	Not satisfied
Q11		Q11 At this point do you feel:
	Value	Label
	1	Very informed about WST
	2	Somewhat informed
	3	Not too informed
Q12		Q12 Single most important reason to install at this time
Q13		Q13 Who was involved in decision?
Q14A		Q14 Taken any steps on your own related to this measure?
	Value	Label
	1	Yes, researched/planned
	2	Yes, bought equipment
	3	No
Q15		Q15 Likelihood of installing w/o WST?
Q15A		Q15a Why did you give Q15 rating?
	Value	Label
	1	Money/budget/incentive
	2	Wanted/needed better equipment
	3	Water savings
	4	Would have done project anyway
Q16		Q16 Was drought an influence?
	Value	Label
	1	Was a big influence
	2	Was somewhat of an influence
	3	Was not an influence
	4	DK
Q17		Q17 Importance of financial incentive to installing at this
	Value	Label
	1	Very important
	2	Somewhat important
	3	Not too important
	4	Not at all important
	5	DK/NA
Q18		Q18 Was incentive too low/high/about right?
	Value	Label
	1	Too low
	2	Too high
	3	About right
Q19		Q19 If incentive had been 50% less- wd you still have install
	Value	Label
	1	Yes

	2	No
	3	DK
Q19A	Q19a- If 'Yes' to Q19, - Why?	
	Value	Label
	1	Still a good deal
	2	Already budgeted for it
	3	Need to save water
Q20	Q20 Satisfied with operation of the measure?	
	Value	Label
	1	Very satisfied
	2	Somewhat satisfied
	3	Not too satisfied
	4	Not at all satisfied
	5	DK/NA
Q22	Q22 Do you expect to see drop in water bill?	
	Value	Label
	1	Yes
	2	No
	3	Don't know
Q22A	Q22a How much money do you expect to save annually?	
	Value	Label
	9	Dont know \$ amount
Q23	Q23 Any other water saving opps you'd like to pursue at this	
	Value	Label
	1	Yes-
	2	No
	3	DK
Q24A	Q24a Overall program and services	
	Value	Label
	1	Very satisfied
	2	Somewhat satisfied
	3	Not too satisfied
	4	Not at all satisfied
	5	dk
Q24B	Q24b Communication of program benefits	
	Value	Label
	1	Very satisfied
	2	Somewhat satisfied
	3	Not too satisfied
	4	Not at all satisfied
	5	dk
Q24C	Q24c Program outreach and marketing	
	Value	Label
	1	Very satisfied
	2	Somewhat satisfied
	3	Not too satisfied
	4	Not at all satisfied
	5	dk
Q24D	Q24d Program rules and requirements	
	Value	Label
	1	Very satisfied

	2	Somewhat satisfied
	3	Not too satisfied
	4	Not at all satisfied
	5	dk
Q24E	Q24e Application and paperwork process	
	Value	Label
	1	Very satisfied
	2	Somewhat satisfied
	3	Not too satisfied
	4	Not at all satisfied
	5	dk
Q24F	Q24f Technical proficiency of staff	
	Value	Label
	1	Very satisfied
	2	Somewhat satisfied
	3	Not too satisfied
	4	Not at all satisfied
	5	dk
Q24G	Q24g Communication skills, follow-through, support	
	Value	Label
	1	Very satisfied
	2	Somewhat satisfied
	3	Not too satisfied
	4	Not at all satisfied
	5	dk
Q24H	Q24h Project approval process	
	Value	Label
	1	Very satisfied
	2	Somewhat satisfied
	3	Not too satisfied
	4	Not at all satisfied
	5	dk
Q24I	Q24i Payment procedures	
	Value	Label
	1	Very satisfied
	2	Somewhat satisfied
	3	Not too satisfied
	4	Not at all satisfied
	5	dk
Q26A	Q26a How did you become aware of program?	
	Value	Label
	1	Utility ad/marketing/info
	2	Business associate/colleague/prof org/word of mouth
	3	Checked if utility had program
	4	Other
	5	DK
Q26B	Q26b How did you become aware of program (2nd)?	
	Value	Label
	1	Utility ad/marketing/info
	2	Business associate/colleague/prof org/word of mouth
	3	Checked if utility had program

	4	Other
	5	DK
Q261A	Q26- Utility awareness specifics	
	Value	Label
	1	Utility web site
	2	Utility newsletter
	3	Utility bill stuffer
	4	Direct mail/letter/brochure
	5	Visit or call from program manager
	6	Media story
	7	Other
Q27	Q27 How well known is WST among your colleagues?	
	Value	Label
	1	Known by many
	2	Known by some
	3	Not well known
	4	Don't know
Q29	Q29 Did you experience any barriers to participating?	
	Value	Label
	1	Yes
	2	No
	3	Don't know
Q30	Q30 What are the greatest strengths/benefits of participation	
	Value	Label
	1	Rebate/cost savings
	2	SPU expertise
	3	Water savings
	4	Getting new equipment
Q32	Q32 Has participating prompted org changes?	
	Value	Label
	1	Yes
	2	No
	3	DK
Q33	Q33 Has participating prompted your org to plan or take additional	
	Value	Label
	1	Yes, planned
	2	Yes, taken
	3	No
	4	DK
	5	Actions both planned and taken
Q34	Q34 Overall how important is it for your organization to save	
	Value	Label
	1	Very important
	2	Somewhat important
	3	Not too important
	4	Not at all important
	5	Don't Know/No answer
Q36	Q36 How much more water could you save compared with what you	
	Value	Label
	1	10% or more
	2	5% up to 10%

3 1% up to 5 %

4 Less than 1%

5 Don't know

Q37 Major barriers that your organization faces in reducing

Value Label

1 No more cost-effective steps to take

2 Don't believe there's a problem with having enough water

3 Don't have the money

4 Don't have the time

5 Don't know what can be done

6 Can't control behavior of visitors, patients, customers, etc

7 Other

8 Don't know

Q38 Can actions of commercial/inst'l/indust'l customers affect

Value Label

1 Greatly affect

2 Somewhat affect

3 Have little effect

4 Don't know

2.4 Un-Weighted Survey Results

Results from the telephone surveys with participant decision-makers are tabulated below. Decision-makers associated with 20 organizations were surveyed. Most of the questions asked for information about the decision-maker's organization and thus the count of responses for these questions is 20. Some of these organizations installed more than one measure under the 2001 program. Questions 12 through 22 asked for information that is specific to each measure installed, thus the number of possible responses for these questions is 25.

Q1 Job title

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Owner/partner	8	40.0	40.0	40.0
	Chief engineer	6	30.0	30.0	70.0
	Facilities management	6	30.0	30.0	100.0
	Total	20	100.0	100.0	

Q2 Own/lease/manage?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Own	15	75.0	75.0	75.0
	Lease	4	20.0	20.0	95.0
	Manage	1	5.0	5.0	100.0
	Total	20	100.0	100.0	

Q3 Type of business

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Manufacturing	1	5.0	5.0	5.0
	Office	2	10.0	10.0	15.0
	Grocery	1	5.0	5.0	20.0
	Education	3	15.0	15.0	35.0
	Hotel/Motel	3	15.0	15.0	50.0
	Mixed Use	1	5.0	5.0	55.0
	Other	9	45.0	45.0	100.0
	Total	20	100.0	100.0	

Q4 Square footage (>1000 is exact)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 10,000	4	20.0	20.0	20.0
	50K- 100K	1	5.0	5.0	25.0
	100K or more	6	30.0	30.0	55.0
	850	1	5.0	5.0	60.0
	1200	1	5.0	5.0	65.0
	3800	1	5.0	5.0	70.0
	17000	1	5.0	5.0	75.0

Q4 Square footage (>1000 is exact)

		Frequency	Percent	Valid Percent	Cumulative Percent
	25000	1	5.0	5.0	80.0
	27000	1	5.0	5.0	85.0
	200000	1	5.0	5.0	90.0
	338000	1	5.0	5.0	95.0
	350000	1	5.0	5.0	100.0
	Total	20	100.0	100.0	

Q5 Own/manage other bldgs?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	10	50.0	50.0	50.0
	No	10	50.0	50.0	100.0
	Total	20	100.0	100.0	

Q6 Recall name of program?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Water Smart Technology	5	25.0	25.0	25.0
	Other	3	15.0	15.0	40.0
	Do not recall	12	60.0	60.0	100.0
	Total	20	100.0	100.0	

Q7 Completed projects before?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Only time	16	80.0	80.0	80.0
	Completed projects	3	15.0	15.0	95.0
	Concurrent projects	1	5.0	5.0	100.0
	Total	20	100.0	100.0	

Q8 Projects completed before this one

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	5.0	25.0	25.0
	1	1	5.0	25.0	50.0
	2	1	5.0	25.0	75.0
	3	1	5.0	25.0	100.0
	Total	4	20.0	100.0	
Missing		System	16	80.0	
Total			20	100.0	

Q9 Projects still going on besides this one

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	0	3	15.0	75.0	75.0
	2	1	5.0	25.0	100.0
	Total	4	20.0	100.0	
Missing	System	16	80.0		
Total		20	100.0		

Q10 Satisfied with program svcs received?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	3	15.0	100.0	100.0
Missing	System	17	85.0		
Total		20	100.0		

Q11 At this point do you feel:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very informed about WST	8	40.0	40.0	40.0
	Somewhat informed	12	60.0	60.0	100.0
	Total	20	100.0	100.0	

Q12 One most imp reason to install thru WST at this time

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Water savings/conservation	12	48.0	48.0	48.0
	Cost savings	8	32.0	32.0	80.0
	Efficiency/replace old eqpmt.	5	20.0	20.0	100.0
	Total	25	100.0	100.0	

Q14 Taken any steps on your own related to this measure?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, researched/planned	18	72.0	72.0	72.0
	Yes, bought equipment	1	4.0	4.0	76.0
	No	6	24.0	24.0	100.0
	Total	25	100.0	100.0	

Q15 Likelihood of installing w/o WST?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Likely- 1	5	20.0	20.0	20.0
	2	4	16.0	16.0	36.0
	3	2	8.0	8.0	44.0
	4	2	8.0	8.0	52.0
	5	6	24.0	24.0	76.0

6	2	8.0	8.0	84.0
8	3	12.0	12.0	96.0
Very Unlikely- 9	1	4.0	4.0	100.0
Total	25	100.0	100.0	

Q15a Why did you give Q15 rating?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Money/budget/incentive	11	44.0	44.0	44.0
	Wanted/needed better equipment	8	32.0	32.0	76.0
	Water savings	2	8.0	8.0	84.0
	Would have done project anyway	4	16.0	16.0	100.0
	Total	25	100.0	100.0	

Q16 Was drought an influence?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Was a big influence	5	20.0	20.0	20.0
	Was somewhat of an influence	6	24.0	24.0	44.0
	Was not an influence	14	56.0	56.0	100.0
	Total	25	100.0	100.0	

Q17 Importance of financial incentive to installing at this time

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	13	52.0	52.0	52.0
	Somewhat important	9	36.0	36.0	88.0
	Not too important	3	12.0	12.0	100.0
	Total	25	100.0	100.0	

Q18 Was incentive too low/high/about right?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Too low	5	20.0	20.0	20.0
	About right	20	80.0	80.0	100.0
	Total	25	100.0	100.0	

Q19 If incentive had been 50% less- wd you still have installed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	20	80.0	80.0	80.0
	No	5	20.0	20.0	100.0
	Total	25	100.0	100.0	

Q19a- If 'Yes' to Q19, - Why?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Still a good deal	12	48.0	60.0	60.0
	Already budgeted for it	2	8.0	10.0	70.0
	Need to save water	6	24.0	30.0	100.0
	Total	20	80.0	100.0	

Missing	System	5	20.0		
Total		25	100.0		

Q20 Satisfied with operation of the measure?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	17	68.0	68.0	68.0
	Somewhat satisfied	8	32.0	32.0	100.0
	Total	25	100.0	100.0	

Q22 Do you expect to see drop in water bill?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	24	96.0	96.0	96.0
	Don't know	1	4.0	4.0	100.0
	Total	25	100.0	100.0	

Q22a How much money do you expect to save annually?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dont know \$ amount	8	32.0	32.0	32.0
	800	1	4.0	4.0	36.0
	1000	1	4.0	4.0	40.0
	1200	1	4.0	4.0	44.0
	3600	1	4.0	4.0	48.0
	5000	1	4.0	4.0	52.0
	8000	3	12.0	12.0	64.0
	12000	3	12.0	12.0	76.0
	50000	1	4.0	4.0	80.0
	100000	3	12.0	12.0	92.0
	200000	2	8.0	8.0	100.0
	Total	25	100.0	100.0	

Q23 Any other water saving opps you'd like to pursue at this location?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes-	9	45.0	45.0	45.0
	No	11	55.0	55.0	100.0
	Total	20	100.0	100.0	

Q24a Overall program and services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	16	80.0	80.0	80.0
	Somewhat satisfied	4	20.0	20.0	100.0

	Total	20	100.0	100.0	
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Q24b Communication of program benefits

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	15	75.0	75.0	75.0
	Somewhat satisfied	4	20.0	20.0	95.0
	Not too satisfied	1	5.0	5.0	100.0
	Total	20	100.0	100.0	

Q24c Program outreach and marketing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	6	30.0	30.0	30.0
	Somewhat satisfied	10	50.0	50.0	80.0
	Not too satisfied	2	10.0	10.0	90.0
	Not at all satisfied	1	5.0	5.0	95.0
	dk	1	5.0	5.0	100.0
	Total	20	100.0	100.0	

Q24d Program rules and requirements

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	15	75.0	75.0	75.0
	Somewhat satisfied	4	20.0	20.0	95.0
	dk	1	5.0	5.0	100.0
	Total	20	100.0	100.0	

Q24e Application and paperwork process

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	15	75.0	75.0	75.0
	Somewhat satisfied	3	15.0	15.0	90.0
	Dk	2	10.0	10.0	100.0
	Total	20	100.0	100.0	

Q24f Technical proficiency of staff

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	14	70.0	70.0	70.0
	Somewhat satisfied	5	25.0	25.0	95.0
	Not too satisfied	1	5.0	5.0	100.0
	Total	20	100.0	100.0	

Q24g Communication skills, follow-through, support

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	13	65.0	65.0	65.0

	Somewhat satisfied	7	35.0	35.0	100.0
	Total	20	100.0	100.0	

Q24h Project approval process

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	15	75.0	75.0	75.0
	Somewhat satisfied	2	10.0	10.0	85.0
	Not too satisfied	1	5.0	5.0	90.0
	dk	2	10.0	10.0	100.0
	Total	20	100.0	100.0	

Q24i Payment procedures

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	12	60.0	60.0	60.0
	Somewhat satisfied	2	10.0	10.0	70.0
	Not too satisfied	1	5.0	5.0	75.0
	dk	5	25.0	25.0	100.0
	Total	20	100.0	100.0	

Q26a How did you become aware of program?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Utility ad/marketing/info	7	35.0	35.0	35.0
	Business associate/colleague/prof org/word of mouth	8	40.0	40.0	75.0
	Other	5	25.0	25.0	100.0
	Total	20	100.0	100.0	

Q26b How did you become aware of program(2nd)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business associate/colleague/prof org/word of mouth	2	10.0	50.0	50.0
	Checked if utility had program	1	5.0	25.0	75.0
	Other	1	5.0	25.0	100.0
	Total	4	20.0	100.0	
Missing	System	16	80.0		
Total		20	100.0		

Q26- Utility awareness specifics

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Utility web site	1	5.0	14.3	14.3
	Utility bill stuffer	2	10.0	28.6	42.9
	Direct mail/letter/brochure	1	5.0	14.3	57.1
	Visit or call from program manager	3	15.0	42.9	100.0
	Total	7	35.0	100.0	
Missing	System	13	65.0		
Total		20	100.0		

Q27 How well known is WST among your colleagues?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Known by many	6	30.0	30.0	30.0
	Known by some	3	15.0	15.0	45.0
	Not well known	8	40.0	40.0	85.0
	Don't know	3	15.0	15.0	100.0
	Total	20	100.0	100.0	

Q29 Did you experience any barriers to participating?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	4	20.0	20.0	20.0
	No	16	80.0	80.0	100.0
	Total	20	100.0	100.0	

Q30 What are the greatest strengths/benefits of participating?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rebate/cost savings	8	40.0	40.0	40.0
	SPU expertise	4	20.0	20.0	60.0
	Water savings	6	30.0	30.0	90.0
	Getting new equipment	2	10.0	10.0	100.0
	Total	20	100.0	100.0	

Q31 What are most imp things to improve?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None/satisfied	5	25.0	25.0	25.0
	Rebate/timing/more \$	3	15.0	15.0	40.0
	Marketing/advertising	8	40.0	40.0	80.0
	Savings measurement improvements	3	15.0	15.0	95.0
	Don't know	1	5.0	5.0	100.0

	Total	20	100.0	100.0	
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Q32 Has participating prompted org changes?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	14	70.0	70.0	70.0
	No	6	30.0	30.0	100.0
	Total	20	100.0	100.0	

Q33 Has participating prompted your org to plan or take addtl water saving actions on yr own outside the program?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, planned	10	50.0	50.0	50.0
	Yes, taken	1	5.0	5.0	55.0
	No	7	35.0	35.0	90.0
	Actions both planned and taken	2	10.0	10.0	100.0
	Total	20	100.0	100.0	

Q34 Overall how important is it for your organization to save water?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	17	85.0	85.0	85.0
	Somewhat important	3	15.0	15.0	100.0
	Total	20	100.0	100.0	

Q36 How much more water could you save compared with what you use now?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10% or more	4	20.0	20.0	20.0
	5% up to 10%	2	10.0	10.0	30.0
	1% up to 5 %	8	40.0	40.0	70.0
	Less than 1%	2	10.0	10.0	80.0
	Don't know	4	20.0	20.0	100.0
	Total	20	100.0	100.0	

Q37 Major barriers that your organization faces in reducing water use even further

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No more cost-effective steps to take	3	15.0	15.0	15.0
	Don't have the money	5	25.0	25.0	40.0
	Don't have the time	1	5.0	5.0	45.0
	Don't know what can be done	3	15.0	15.0	60.0

Can't control behavior of visitors, patients, customers, etc	5	25.0	25.0	85.0
Other	2	10.0	10.0	95.0
Don't know	1	5.0	5.0	100.0
Total	20	100.0	100.0	

Q38 Can actions of commercial/inst'l/indust'l customers affect whether we have enough water to meet future demands?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Greatly affect	12	60.0	60.0	60.0
	Somewhat affect	7	35.0	35.0	95.0
	Have little effect	1	5.0	5.0	100.0
	Total	20	100.0	100.0	

2.5 Participants' Verbatim Responses to Open-Ended Questions

The verbatim responses below are provided so that program managers and marketers can gather a more in-depth qualitative view of participant perspectives, especially their reasons to participate, decision-making processes, and program assessments.

Q1 What is your job title or job description?

Facilities specialist
Chief engineer
Manager of facilities
Chief engineer
Engineering manager
Dentist
Business owner
Maintenance construction coordinator
Chief building engineer
Condo association board member
Secretary-treasurer
Associate
Self-employed general contractor owner
Chief engineer
Maintenance supervisor
Owner
Director of engineering
Facilities manager
Owner
Property Manager

Q12 Single most important reason your org decided to install through WST at this time?

-Water savings.
-Saving energy and water. Pumps were extremely old- 31 years and did not have an automatic bleed off, so wasting a lot of water
-incentive \$- other- general feeling that we need to save resources, being a good citizen.
-Cut down on the budget- financial reasons. Other- this year of course, the drought was also a consideration- we needed to use less water.
-Cost savings.
-They were wasting a lot of water. They had two pumps; in the spirit of saving water this amount of use seemed ridiculous in light of drought talk. Respondent doesn't pay the bill. Pumps were old- had some trouble with their operation. Everything just came together.
-Water savings. Other- drought was being threatened last spring and they thought they should do something. Actual water bills hadn't gone up much at that point so the financial incentive wasn't primary at that point, although as rates have gone up that has become more important.
-Financial. SPU said they'd pay 50% of cost of new A/C. Athletic dept is partially self-sustaining. Existing A/C broke so they needed to replace it anyway.
-1) Water savings 2) Aesthetics. Other- most available toilets are 4-bolt toilets- we needed 3-bolt toilets and supplier was able to locate the 3-bolt type.
- Had a 70 year old system- very inefficient
- Reduce amount of water and secondarily water consumed- 56,000 gals/month. Other- Superfund site is in vicinity of the building. Wanted to make sure secondary water drainage was minimal. Also was trying to comply with Best Management Practices and wanted to remain 'area friendly'.
-Environmental impact and water use reduction.
-Cut water bills.
-Water savings- rebate big factor. Electricity savings from boiler was primary reason for the project. Other- wanted to save on chemicals too.
-Save money- a school district decision- tried to implement water-saving measures. Other- save on environment.

- Two- efficiency, and cost participation- rebate. Other- main motive- had to make repairs- planned only to do maintenance. Called refrigeration company- they showed me how inefficient it was- steered me away from repairs to replacement and recommended WST.
- Water and sewer and electrical savings.
- Water savings- plus the economic sense of it- we computed we would have a 3 year or less payback.
- Water conservation- very wasteful. Other- save money in future.
- A desire to promote conservation Also - efficient cost control- machines are expensive. Other- cost control and conservation, with good customer service by offering quality equipment.

Q13 Who was involved in making the decision to install this measure?

- Respondent, boss (head of facilities) and his boss (asst plant mgr)
- Respondent, construction mgr, his boss the VP of the company
- Respondent, pipe shop foreman, and President of the company
- Respondent and general manager
- A number of people in facilities- maintenance department up to and including Director of Plant Services (John Chapman)
- Respondent and Dr. Bull (runs adjacent office) they share pump between the two offices.
- Respondent and business partner
- Respondent and Phil P. - he put the app together. It went through lots of people and layers at UW facilities for design and approval and purchasing.
- Respondent and the building mgr, Anita Albright
- Board of Directors
- Closely held business. One partner- brother, and owner- father. All three involved in making decision.
- Respondent and Dentist partner.
- Respondent.
- Respondent, and Director of Housekeeping and General Manager.
- Respondent, facilities manager, and assistant superintendent.
- Respondent
- Respondent and general manager
- Respondent, Executive Director, and Director of Operations
- Respondent
- Respondent and senior asset manager.

Q14 Taken any steps on your own, related to this measure.

- For three years, had researched projects for the irrigation system to save money w/ 3 year paybacks-- then they found the program and it made payback less - 1 1/2 yrs. then this was a quick approval process by management.
- Had talked to vendor, had calculated how much water they were wasting due to the bleed off.
- Had a 1989 saltwater pump for one ship- very limited, but could see potential to expand- never had incentive to do it with low water rates and not enough ships in which they could use saltwater. As these conditions changed, they'd sketched design on back of envelope for larger system- to all dry docks, and piers.
- With laundry, rebates were the go-ahead- they'd done research, but couldn't afford to proceed without incentives. With toilets, once he learned re: technically better toilets that's what made him interested- we're going to do them without rebates-- then once rebates available, he took advantage of money.
- Yes, had plans to do it. In middle of design process, they heard about WST, so continued on with WST.
- No- it was brought to his attention by an equipment maintenance sales guy. He told them re: the pump and told re: WST, and helped them get involved.
- Yes, did lots of research (last April-May) due to drought. Called utility- they came out and did an audit. They told her about the program and then she installed refrigeration unit. They said there wasn't much else she could do. She called electric utility at same time - she'll do lighting through them.
- They'd already gone up to step of purchasing equipment- while waiting to get responses to bids to buy the equipment- that's when they applied to SPU.
- Did a pro forma on projects - calculated cost savings on water and sewer- it was a no-brainer.
- Talked to contractors- gotten bids. Some new pipes- nothing major or productive.
- Before WST- later stage. Identified problem, contacted manufacturer, City Light for electricity savings. Someone at City Light mentioned WST. At that point had already bought the pump.
- Had been planning to install it before we applied. We figured at some point it would be mandated anyway.

- No- no formal plan but thought about it. Was cost-effective to make change because of the rebate.
- Did research- 3 bids on ozone programs- prospectus on cost through Green Suites International- did cost-benefit analysis, called other properties.
- Oversaw- 'did it all' - HBB Engineering looked at schools- gave them contract to design urinals- bid those out. Worked with Phil on this also- walk ins and ice machines.
- Once I got serious about replacing - supplier mentioned programs- gave him a number to call- Phil Paschke.
- Obtained several quotes from different vendors before submitting the application.
- No (3)

Q15 After rating likelihood of installing on a scale of 1 (very likely) to 10 (very unlikely to do on own) - Why do you give that rating?

- 8 The money- without program it wouldn't have been approved by management.
- 6 Incentive was a real good motivator. May not have done it in same time frame. Not sure if or when they would have done it without the incentive.
- 6 The budget realities - it is expensive to do the measure. If on own, with no WST, they would have done partial- each dry dock has its own business base, i.e., which ships come in- so some would have clearly been cost-efficient to switch to saltwater whereas others need WST to make them cost-effective to pursue. - Has to do with which applications on a particular boat can use salt instead of fresh water.
- 1 Wanted the better toilets, in terms of function and water savings.
- 4 Would have eventually done the project anyway. Timing was accelerated by WST.
- 9 The money made a big difference. Would have been cost prohibitive without incentive.
- 5 Water savings were of real concern, and she would have eventually done it, however, rebate made her do it now/immediately.
- 1 Existing A/C unit was broken. Something had to be done. Have other A/C systems under consideration to improve- whereas this was a crisis, they had to replace it.
- 5 In the middle of playing around with bathroom renovations the 3-bolt toilets became available.
- 1 Budgeted already, then found out about program.
- 1 Already did initial planning, conforming to best management practices.
- 1 Equipment runs 6 days/week, 10-12 hours per day- motor had to be replaced anyway- decided to go with water-saving version.
- 5 Rebate took me over the threshold.
- 3 water and energy savings- cost savings were high even without rebate.
- 2 Purpose of replacing urinals- save money. With or without program would have saved money- program enhanced benefits.
- 2 Supplier pointed out the inefficiency- no idea it was so wasteful- needed to be replaced.
- 3 Talked to other companies and to Marriott (the franchisor) about this system and wanted to do it.
- 8 Financial incentive- without that, payback would not have been fast enough.
- 5 Age of old ice machine- would have replaced it though unless it broke.
- 5 timing point of view- cost involved in getting additional info on payback. May or may not have gone ahead without WST- would depend on completeness of cost info we could have obtained.

Q18 do you feel the incentive level the program provided this measure was too low, about right , or perhaps too high? If you said too low or too high- what should the incentive level be?

- About right
- About right- would have liked more, but they were satisfied with what they got.
- About right
- About right
- About right - he'd heard it would be 50%- it was about 50%, then the UW had to spend more than they'd expected on controls (\$15,000 more)
- Too low- his expectations from what he'd read was it would be 50%; it was really only 30%. He doesn't know why it changed. Seemed kind of arbitrary. He never got a good explanation from SPU as to why the incentive turned out to be less than 50%.
- Too low- because she's a small business, it's really hard to spend capital- not much money available.
- About right- much better than incentives they'd had from SCL. Though for toilet rebates he thinks incentive is too low.
- About right

Too low- one third would be helpful.

Too low- couldn't say what rate should be. But consumers should be incented at a higher rate- helps open up people's eyes to the problem.

About right (2)

About right- also got in on 50-10-10 bonus before certain deadlines.

About right - wonderful

About right (4)

Too low- should have been closer to \$400 per machine.

Q19 If incentive had been 50 percent less, would you still have installed this measure through this program?

If Yes- why?

-Yes- Maybe- could have gone either way- may not have gone through w/o more money.

-Yes- I think so, because by putting in new system, they were going to save a lot of money. Incentive was key in talking his bosses into it. If it had been less money, would have been harder to convince them.

-Yes- The pressure due to drought, timing was good to push with any amount of money.

-Yes- why not- we'd still like the extra cash- haven't really thought about it, saving water alone was going to be enough to do the toilets on our own.

-Yes- had to reduce consumption- still helpful to get rebate.

-No - couldn't have afforded it.

-Yes- wouldn't turn down \$500- can always use extra money.

-Yes- Though if too low, not worth the overhead cost of pursuing. Might have put several projects together under one application, if incentive was lower, to spread their administrative cost over several projects.

-Yes- still makes economic sense- win-win.

-Yes- we'd already budgeted for it.

-Yes- Ethically and personally- were already in process of doing it. Equipment had already been purchased.

-Yes- Civic conscience.

-Yes- something I would have done eventually anyway, cost savings were there.

-Yes- Probably- would still have been a good deal. Would have taken 60% too.

-Yes- Primary purpose- save water and money. Very important program- rebate will encourage people to do things they otherwise would not do.

-Yes- The efficiencies we were achieving- great program- would have done it anyway- would still have been 'win-win'.

-Yes- Because of savings realized in water/sewer/electrical bills.

-No (2)

-No- not in the same time frame. Would have had to assess cost savings.

Q21 Why do you give that rating? (Very/somewhat/not too/not at all satisfied with operation of this measure)

-Very- met all the needs they were after when they were looking, a bit better than expected. System they chose was cheaper to do the actual retrofit than they expected.

-Somewhat- there are always bugs in a system- At times his bosses were into it. If it had been less \$, it would have been harder to convince the bosses to do it.

-Very- not totally done, so can't totally say yet. Very happy with what's done.

-Very- toilets have great design, work great in commercial setting-- he started putting in new ones 3 years ago on his own when he was in process of remodeling bathrooms- put in new lo-flow toilets and new tubs.

-Very- rebate money took a long time to get (see comments later)- cooling tower has been in operation four months, it's working fine

-Very- It's working great for 11 operatories-- good suction. Pump is very low maintenance- he feels good it doesn't use 8 gallons/minute of water. He thinks building owners should have been doing more to promote the change, like to help pay for it since they pay the water bills.

-Somewhat- old machine was 50% quieter, and was less hot- new machine produces a lot of heat. She shares office space with the ice machine so this is a problem. Noise is especially a problem.

-Very- client is satisfied. Room is colder than it ever was before.

-Somewhat- Four months so far, no big complaints- some leakage around seals- manufacture came back and fixed it.

-Very- Jane Smith was helpful- lots of information, good followup.

-Very- met and exceeded expectations, with regard to actual operation of the compressor.

-Very- like a gift assuming we got the check (he went and verified that they had)

- Very- everything went real well. Knowledgeable people- good follow-up.
- Somewhat- Working out the bugs- coordination between water/electrical depts not the only aspect- mechanical operation has had a few difficulties- overall, okay.
- Very- working with Phil- very smooth- funding was easy and fast.
- Wonderful- no problems- makes ice great.
- Very- There was a very long tweaking process- 3-5 months- before it was operating correctly- but now it is fine.
- Somewhat- Results not totally in but it looks very promising.
- Very - working real well- saving a lot of water.
- Very- People have been very informative jury still out on actual savings. Tenants' usage patterns hard to assess as the get use to machines. Don't expect good savings results/comparisons for a year.

Q22 Due to installing this measure, do you expect to see a drop in your water bill? If Yes- How much money do you expect to save on an annual basis? If No- Why not?

- Yes- For first year or so, expects 30% savings on irrigation bill.
- Yes- with new system, hoping to save \$800-\$1200 /month.
- Yes- Could be huge- 200,000 gpm- huge ship there this week. \$50,000 this year. Very changeable because number of ships is so variable.
- Yes Was 4 gals/flush, now 1.6 and no need to double flush. Rates always changing so don't know actual dollar savings.
- Yes Cooling tower savings should equal \$200,000/year. Depends on usage of refrigerators- WST put meters on for a few days. They said \$61,000/year savings. He's not very clear on how they came up with this- he didn't question it, he knew it would pay back in 1 1/2 years so he wasn't too concerned with exact savings.
- Yes- doesn't pay bill so doesn't know exactly, but they are saving 8 gal/min x 8hours/day x 5 days/week.
- Yes- at least \$100/month based on water bills for this summer.
- Yes- it will save some water but project is so small compared to total Athletic Dept that it'll never show. Only if this was individually metered. Guesstimate- 6 gals/min 24 hrs/day, 40% of time- savings = 1193 CCF/year.
- Yes based on manufacturing info \$22,500/year- depends on rate increase. We conservatively estimate \$12,000/year.
- Yes- 20-30% water savings. Installed it last fall, haven't used it yet.
- Yes- \$1,000/year.
- Yes- but don't know amount
- Yes- \$600-700 for 2 month bill, don't know about rate changes- compared bill on statement for prior 2 month period.
- Yes- water and sewer combined- \$8,000/year.
- Yes- at least \$100,000/year.
- Yes- \$8,000/year.
- Yes- 5% per year.
- Yes- \$8,000/year
- Yes- at least \$400 or \$500 per month.
- Don't know- Data not there yet- if we get the same number of machine cycles maybe we will be able to accurately assess. Users may not understand English instructions and not use machines correctly initially.

Q23 Are there any other water saving opportunities that you'd like to pursue at this location that you haven't already applied for under WST? If yes- what ones?

- Yes- Would look at anything else- think they've done all they can for the moment but they are looking at printing process itself- changes in that are harder. Also looking into heat gas savings, energy efficiency.
- Yes- Irrigation systems and seasons that are used- there may be room for improvement there. He's discussed it with a woman at SPU.
- Yes- Air dry system - he ordered the system- could do air or water (would be single pass) - went for air cooling. Plans to apply to WST for it (cost extra \$7,200 for air cooling vs. water).
- Yes- 40 more toilets to change out
- Yes- University-wide they're discussing toilets/urinals in dorms- flow restrictors, more urinals in bathrooms so men don't use toilets as much- have 250 bldgs at the university.
- No
- Yes- maybe a new toilet, otherwise nothing they can do based on the SPU audit.
- No- not at this bldg. 2 other A/C units already air-cooled.
- No- did several already.

No

No- already pursued all of them.

Yes- Faucets would be a good next step, don't know if they are available. Will be replumbing all buildings in the next year. Most bldgs are full. Plan to transfer water/sewer charges to tenants with separate water main.

Yes- going to look at showerheads and low-flow toilets.

No - taken almost all water saving measures.

No- nothing else to do.

No

Yes- May attempt a retrofit with waterless urinals. Planning expansions in next year or so- may install those- in discussion stages.

No

Yes- Low-flow toilets. Also interested in landscape irrigation. Already installed low-flow faucets and showerheads.

Q25 or Q29 Did you experience any barriers to participating in the program? If Yes- what barriers?

No (5)

Yes- seemed like he was the 1st person to do a dry vacuum pump; they seemed confused. He hopes they learn from this.

No (2)

Yes- 4bolt/3bolt carrier issue. Once resolved- no barrier.

No

Yes- Resentment on SPU's part-'what's your problem?' attitude initially. But they eventually came around.

No (8)

Yes- cost of equipment- top load washers \$850. H-access (WST subsidized) -\$1650.

Q26 or Q30 Overall, what would you say were the greatest strengths or benefits of participating in this program?

-Overall improved understanding of irrigation system for respondent

-The rebate

-Saves tremendous amount of water, lowers bill conserves resources, gives us a back-up system that can use either fresh or saltwater, in case one pump is down.

-1) realizing we all need to save water 2) reflects dollar savings

- It helps pay for some of the cost of the project. State legislature must approve expenditures. It's very hard to get money for maintenance projects so rebate money is very helpful. In private institution, they act on getting \$ savings. With the state, spending money is a political decision, not a financial one. WST goes a long way to helping the state institution because of this decision-making process.

- Getting the new vacuum system. City is contributing a significant amount- \$2,000 - it is helpful. Change wouldn't have occurred without city's help. This is a good direction for city, to help save water.

-Water conservation for the community

-Getting acquainted with Phil and his staff; learning what's available in WST program- personally new to the program.

-Water conservation and cost.

-Monetary benefit- good technical support- very helpful encouraging you to apply.

- Benefits - reduced water consumption immensely. No real strengths.

-Rebate, and satisfaction of doing something for the environment.

-Just to conserve water, and keep utility costs down.

-How easy it was, helps the community save money.

-Financial rebate.

-User friendly process. Phil very cooperative and helpful.

-SPU's attention to detail- listened to what client needs and wants.

-Financial participation made project work economically.

-New ice machine- amount of water I saved, plus money I saved not using so much water.

-Incentive and motivations to change, plus opportunity to re-orient customer to water savings- gets you thinking about conservation in general.

Q27 or Q31 What do you think are the most important things to improve about the program?

- Water audit issue- seems it ought to be done before, but he's not an expert so doesn't know if it would really be helpful.
- A man came out to do the calcs, then another man came out to check his calcs- wondered why they needed to do this twice.
- None at this time.
- Nothing-very straightforward- everyone is aware of it in the motel management community.
- Timing of actual rebate payment.
- The marketing- make expectations regarding money more accurate.
- More awareness/better marketing- she'd never heard of it.
- Too soon to say.
- Visibility of the program. Many colleagues do use it though. Best to advertise is through suppliers.
- More money - get up to 33% - more advertising.
- Marketing and consumer awareness and being more proactive.
- Visibility- could be more visible. There are about 5,000 dentists in Washington State- do more outreach.
- Communication- only got the one communication.
- None (2)
- Maybe more awareness- but might not be as effective. I always call somebody else to fix equipment. They need to have details available. Then pass it on.
- Very satisfied with it.
- Would be a sales benefit if they could point to direct savings for any given device installed. Nice to have the definition of \$ savings up front.
- Faster payment procedures.
- From customer-service point of view- okay as is. Could have more marketing programs- instead of incentive, offer to install machines for 1 year and cover lease costs. If cost benefits aren't there, offer to replace with old equipment for free. Anything that takes away cost unknowns would be helpful.

Q28 or Q25 When did you first hear about Water Smart Technology?

- 2 years ago from a salesman
- Can't remember- in last 5 years.
- 2 years ago
- Laundry- 1996 or 1997. Few months ago for toilet rebates
- A long time before this project, though it was only vague knowledge- then it was mentioned again specifically this spring (~five months previous)
- this spring (~five months previous)
- When she called SPU in the spring (~five months previous)
- early this year (2001)
- more than 5 years ago- mid-90s
- 1 year ago.
- August 2001, 4 weeks after initial purchase.
- Mid-2001
- early 2001
- 1 year ago when I started. (spring 2001)
- last spring (2001)
- 1 year ago (spring 2001)
- 8 or 9 years ago when he first started
- 1 1/2 to 2 years ago.
- 1 year ago.
- 1 year ago (spring 2001)

Q31 or Q28 What's the best way to reach you with information about the type of services WST provides?

- At tradeshows, send flyers to facility managers- not in bill, bill goes elsewhere
- Mail or via e-mail
- Brochures to him not to his president.
- Leave message on his voicemail; through a sales person.
- email

- That's hard- mail-flyers- though a lot of paper goes into trash. Marketing through suppliers and directly to dentists- giving them options and solid numbers on what they can do and what it can save in dollars and water.
- Note in the bill- she really reads the inserts
- email
- By telephone
- Send direct mail to condominium association
- Put more stuff in invoicing each month.
- Through the State dental journal.
- Mail or fax.
- Mailings or email- or phone call.
- Call-email- always ready for new stuff- new things coming up- hope program continues.
- Mail not as good as vendors if not immediately actionable I will probably file it and forget it. - Supplier channels an excellent way.
- Fax, phone call, and/or site visit.
- I pay more attention to US mail than email.
- Call cell phone- (206) 953-7807
- Direct mail or phone call.

Q32 Has participating in the program prompted any changes in your organization, such as how upper management sees water saving opportunities or how employees view water use?

Yes- Big changes in employee attitudes about all savings- energy and water. Since WST management has also become more interested in \$ saving opportunities. We didn't know how much we were wasting until we really looked into it, and they looked into because of WST.

Yes- another chief engineer in his company is in the bldg across the street. He heard about the program from Joel, and went ahead and got into it.

-Yes- upper mgmt definitely more aware so specifics of what they're doing re: water use. Employees- more aware. Maintenance guys more aware of leaks. Another side effect- forced them to quantify water use. On their own, they bought \$10,000 worth of meters to see how water use works, and also to bill their customers- more likely to see leaks, and know where they can save.

-Yes- they all understand and do their best, but the program has helped them be more aware of water conservation.

-Yes- Upper management is very motivated, as are building managers and operators, to save money.

-No

-Yes- employees understand- it's enlightened them about need to conserve water.

-Yes- UW has had horrendous water use- Maintenance crews have been asked to pay more attention to water use, bring ideas to Energy Group.

-Yes- Employees and tenants see water use differently. Very supportive of water conservation.

-No

-Yes- We lead by example- upper management awareness is up.

-No (2)

-Yes- helped upper management understand water and energy savings.

-No

-Yes- installing water meter- people became more aware of how important saving water is- whole store became more aware

-Yes- The drought affected people's perception of water and so the installation of the system was enhanced and made people more water-conscious.

-No- they are driven by our reporting. If we don't relate results to economies/savings, no go.

-Yes- gave us awareness didn't have before- look at it as a possibility- don't thaw fish with running water, use tub of water.

-Yes- Re-oriented our focus- but drought had a bigger effect, plus the spike in utility rates. Bumps in electricity costs can also motivate water conservation.

Q33 has participating prompted your org to plan or to take any additional water saving actions on your own outside the program? If planned- what have you planned? Why? If taken- what actions have you taken? Why?

- Yes, planned- Looking at water softeners etc in waste processing part of plant.
- Yes, planned- Looking into it. Trying to do what he can. Rebate a big plus, too.
- Yes, planned- waterless urinals, air drying system, may look into drinking fountain controls. Yes, taken- toilets (long ago), bought meters, may look into drinking fountain controls.
- Yes, planned- 40 more toilets- this all on hold due to Terrorist attack. Yes, taken- with or without rebates, they try to go to new equipment- make it easier for employees to do their jobs, and to be more efficient(got new dishwasher)- saves water and energy. Also got 1 more efficient clothes washer.
- Yes, planned- there's a water & energy saving committee that meets to discuss potential savings in electricity and water. Done lots of lights. In new buildings, we are requiring low water devices. Trying to adapt LEED to buildings.
- No
- Yes,planned- replace toilet to save water.
- Yes, planned- looking at waterless urinals, single pass cooling towers, particularly ones with problems. Energy group meets every other week .
- No - always looking for ways to save water- have already done a lot- have thought about ways to recycle water- no formal plans.
- No
- Yes, taken- 1.5 gal toilets to reduce consumption, aerators in faucets.
- No
- Yes, planned- planning to re-pipe buildings and meter tenants- raised my consciousness.
- Yes, planned- showerheads and toilets- looked into it.
- No- done all we can.
- Yes- Had another store audited by people who looked at Duvall store, but nothing needed changing.
- No
- Yes, planned- waterless urinals. Installed sensor-activated faucets in 2000. Will also add these in the expansion.
- Yes, planned- fish thawing improvement.
- No- Exploring what else can be done within the program before going outside.

Q35 Why do you give that rating (For Q34- How important is it for your organization to actively pursue opportunities to save water?)

- Somewhat important- Especially in his dept they are looking for ways to cut costs in any way. Also important for them to save a natural resource.
- Very- because of his position- from owners perspective if there's an opportunity to save \$ they must be proactive and do so.
- Very- Save resources due to drought, save money
- Very- everybody should do this, be a good Samaritan
- Very- Save money, it's University policy
- Somewhat- if you're not paying bills, people don't care
- Very- 1) Conservation of water as a community resource 2) to save on their bill.
- Very - no comment
- Very- water conservation.
- Very- costs and wanting to be good citizens- don't want to waste the resource.
- Very- Economics- have to conserve resources
- Somewhat- Resource that is variable- high visibility of water saving
- Very- Always want to operate my properties more efficiently.
- Very- Because we can see a trend on bills with potential savings.
- Very- \$4 million short on budget- financial crunch imminent
- Very- car washes at 2 stores have reclaim tanks- we watch use closely
- Very- cost-efficiency of conservation
- Very- Aware of need to make the most of natural resources- water is a diminishing resource.
- Very- livelihood depends on it- product comes from water.
- Very- 1. We provide affordable housing. We need to get costs as low as we can. 2. We want to be good environmental stewards.

Q37 What would you say are the major barriers that your organization faces in reducing your water use even further?

7-Other Resistance of people to change. Hard to change large groups.

7-Other- must go according to lease- can't step outside these boundaries. Want to maintain A-class building, but willing to do what he can.

6, 3(2), 1, 3, 5, 1, 6, 4

1- Only thing left is to recycle water which we are unable to do.

6, 3, 3- 24,000 kids

5- General education on how to do it like suppliers provided.

3, 6 - 300,000 to 500,000 visitors per year.

7- employee education awareness.

5- Haven't fully researched the cost-benefits- don't want to trade one expense for another, buying expensive toilets for example, but we intend to go in that direction.

Q40 What final advice to you have for your water utility about how best to work with you on water efficiency efforts in your organization?

-Send out flyers with different ways (specific technologies) of saving water as well as programs available.

-If there's info out there about technologies or programs- share it with me.

-if there are new devices for saving water, communicate this to facilities managers. Word is just now getting out on waterless urinals- (SPU) has done well (publicizing) toilets/faucets etc.

-can't see anything to improve on. .. maybe (SPU) should put more time into apartment owners because residents waste a lot-- lots of conservation opportunities.

-Need help on the money side-- especially for state institutions- make the money available quickly to help start the projects. Upfront money would be so helpful- very useful to state institutions. Could get upper management more motivated. If they can't offer upfront dollars, they should pay right away at project completion.

-Not really, overall things went well.

-Pretty satisfied. Love seeing last year's water use to compare to this year's on the bill- she really uses this. In fact she missed it this last billing cycle- what happened? Also- get the word out on WST.

- not really, they're still learning.

-Very satisfied in general; should be able to go into web-site and not only find that they're giving a rebate on this or that but history on how effective programs have been in the past. Or utilities could do testing on their own. They could do email notification on good products- prospects could ask questions online.

-Keep providing info on water efficiency- continuous education- more advertising.

-Be proactive- raise consumer awareness- don't talk about fish and lions, talk about conserving resources.

-Communication- more outreach to dentists.

-Awareness is really important- make people aware of the cost of water.

-Help supply meters at reduced cost. Sub-metering - not necessarily full-time- to measure different areas- say a month at a time. For laundry- say need concrete measurements for specific areas. We have car washing but don't want to spend \$200-\$300 for a meter to find out specific water usage for that area.

-Done a fine job. Might want to get with property management firm. They do not have a strong knowledge of water-saving techniques. Phil has done really well- may need more publicity with property owners. Very happy overall.

-Make sure vendors have info on these programs.

-Why are the water rates going up?

-Be forward-looking- stay up -to-date with new technology and communicate benefits to users.

-Already done biggest thing- took notice.

-More flexibility to work with customer, define for a specific customer all the options- use a holistic approach. \$50-\$100 for a toilet for example- 100 unit property- let's say have discretion to bring in contractor on top of dollar savings and make the operation more efficient. SPU should have overall discretion to help overcome objections/barriers being experienced. If monies were more block-granted, they could have more options.

3 Population Decision-Maker Surveys

3.1 Baseline Telephone Questionnaire

The questionnaire used in the baseline survey of the population sample of decision-makers appears on the following pages.

Respondent # _____
 Utility Code # _____
 Strata # _____

**2001 Non-Participant Commercial Customer 1% Baseline Survey
 Final Questionnaire
 January 2000**

Call Log

<u>Date</u>	<u>Person/Organization (include Address) Called</u>	<u>Phone #</u>	<u>Results/Notes</u>

Introduction (Guideline only; interviewers may need to tailor wording to the exact situation.)

Hello, my name is _____, and I'm calling for (fill in name of utility)_____. *(If name available)* May I speak to _____?
(Continue to next line)

We're talking with a select sample of commercial, industrial, and governmental customers to gather their opinions and advice about services that will help them use water more efficiently. Water for businesses and government is a very important part of our concerns. I need to talk to the person who is in charge of making decisions about how water is used at the building or facility at this address

_____.

Notes about who is the right person to talk with:

When person is reached (which may be on or off-site, such as a property manager) explain purpose of survey and confirm they are the right person to provide information about water use at the address above. Note the respondent's name and phone number in the call record above and make arrangements to talk now or later, or if they are unable to participate and why.

Organizational Information.

First, we need a little background information on your organization.

1. What is the full name of your organization? _____
2. What is your job title or job description? _____
3. Does your organization own or manage more than the buildings or facilities at this address?
 - 1 Yes
 - 2 No
 - 3 Don't Know
4. Do you own the building or facility at this address, do you lease it, or do you manage it?
 - 1 Own
 - 2 Lease
 - 3 Manage
 - 4 Other
 - 5 Don't know
5. For this building or facility, please tell me which of the following categories best describes the primary business type or types in your facility. (*read responses and circle all that apply*)
 - 1 Manufacturing
 - 2 Office
 - 3 Restaurant
 - 4 Grocery
 - 5 Non-Food Retail
 - 6 Warehousing
 - 7 Education
 - 8 Hotel/Motel
 - 9 Mixed use – more than one of the above
 - 10 Mixed use – business and residential
 - 11 Other (specify) _____

6. What is the approximate floor area of your facility at this address? _____
(offer ranges if they don't have a number)

1. Less than 10,000 square feet
2. 10K-50K square feet
3. 50K-100K square feet
4. 100K square feet or more
5. Don't Know

Water Use In Your Organization

7. Now I'd like to do a quick check with you about the major ways water is used at this building or facility (*Note: they should address those uses over which they have control.*). I'm going to read a list of water uses. Please tell me whether water is used this way. (If you are unsure about any item, please tell me.)

	<i>1</i>	<i>2</i>	<i>3</i>
1. Restrooms, including baths and showers	<i>Yes</i>	<i>No Use</i>	<i>Don't Know</i>
2. Food service – inc. restaurants, caterers	<i>Yes</i>	<i>No Use</i>	<i>Don't Know</i>
3. Indoor cleaning – floors, walls, bathroom	<i>Yes</i>	<i>No Use</i>	<i>Don't Know</i>
4. Outdoor cleaning (sidewalks, parking lots, buildings, vehicles)	<i>Yes</i>	<i>No Use</i>	<i>Don't Know</i>
5. Refrigeration	<i>Yes</i>	<i>No Use</i>	<i>Don't Know</i>
6. Cooling systems or cooling towers	<i>Yes</i>	<i>No Use</i>	<i>Don't Know</i>
7. Outdoor watering, irrigation	<i>Yes</i>	<i>No Use</i>	<i>Don't Know</i>
8. Flood flushing (flushing out pipes or systems – usually for industrial or manufacturing systems)	<i>Yes</i>	<i>No Use</i>	<i>Don't Know</i>
9. Any water loss (you know of) due to leaks	<i>Yes</i>	<i>No Use</i>	<i>Don't Know</i>
10. Industrial processes	<i>Yes</i>	<i>No Use</i>	<i>Don't Know</i>
11. Laundry	<i>Yes</i>	<i>No Use</i>	<i>Don't Know</i>
12. Other major uses? _____	<i>Yes</i>	<i>No Use</i>	<i>Don't Know</i>
13. Other major uses? _____	<i>Yes</i>	<i>No Use</i>	<i>Don't Know</i>

8. Of the water uses you have indicated (*read uses they've mentioned above*), could you please tell me the three largest uses at this building or facility, giving me the largest one first, then the second and third largest? (*circle above with a number 1,2, or 3, or put in number of words below*)

1. Largest _____

2. Second largest _____

3. Third largest _____

9. (For largest use) Have you taken any steps to save water in (read largest use) in the past two years?

1 Yes 2 No 3 Don't know

- 9a. If Yes: Did your water utility help you take these steps?

1 Yes 2 No 3 Don't know

- 9b. If No: Do you plan to take any steps to save water in that area during the next year?
- 1 Yes 2 No 3 Don't know
10. (For second use) Have you taken any steps to save water in (read largest use) in the past two years?
- 1 Yes 2 No 3 Don't know
- 10a. If Yes: Did your water utility help you take these steps?
- 1 Yes 2 No 3 Don't know
- 10b. If No: Do you plan to take any steps to save water in that area during the next year?
- 1 Yes 2 No 3 Don't know
11. (For third use) Have you taken any steps to save water in (read largest use) in the past two years?
- 1 Yes 2 No 3 Don't know
- 11a. If Yes: Did your water utility help you take these steps?
- 1 Yes 2 No 3 Don't know
- 11b. If No: Do you plan to take any steps to save water in that area during the next year?
- 1 Yes 2 No 3 Don't know
12. What percent of the total, overall costs of running and operating your organization at this location are spent on water and wastewater? *(Make sure that % is of overall costs, not just utility costs.)*
- 1 Less than 1%
- 2 Between 1 and 5%
- 3 Between 5 and 10%
- 4 Between 10 and 20%
- 5 Greater than 20%
- 6 Don't know

Reasons and Opportunities to Save Water

13. Do you believe the actions of commercial, institutional, and industrial customers can: (1) greatly affect whether we have enough water to meet the future demands of our region; (2) somewhat affect whether we have enough water, or (3) have little effect on whether we have enough water?
1. Greatly affect whether we have enough water for the future
2. Somewhat affect whether we have enough water
3. Have little effect on whether we have enough water
4. Don't Know

14. How important is it for your organization to actively conserve water? Would you say .
- 1 Very Important
 - 2 Somewhat Important
 - 3 Not Too Important
 - 4 Not At All Important
 - 5 Don't Know
15. How aware is your organization's upper management, or owners, of water costs and usage?
- 1 Very aware
 - 2 Somewhat aware
 - 3 Not too aware
 - 4 Not all aware
 - 5 Don't know
16. Who else is involved making water management decisions for your organization?
- 1 CEO/President
 - 2 CFO
 - 3 VP Operations
 - 4 VP Manufacturing
 - 5 VP Engineering
 - 6 VP Facilities
 - 7 VP Purchasing
 - 8 General manager
 - 9 Building owner
 - 10 Other
- 17 How much water do you think your organization could realistically save compared to what you're using now? Do you think you could . . .
- 1 Save a great deal more – say 10% or more
 - 2 Save somewhat more – say 5-10%
 - 3 Save a little more – say 1-5%
 - 4 Not save any more
 - 5 Don't Know

NOTE: ROTATE Q18-Q21

- 18 If you knew that the same rivers that salmon depend on for survival also supply our water, and that if all commercial customers saved water we would have enough for salmon and people needs, how likely would you be to take steps to save water in your company ? Would you say . .
- 1 Very Likely
 - 2 Somewhat Likely
 - 3 Not Too Likely
 - 4 Not At All Likely
 - 5 Don't Know

19 If you knew you could save 5-10% on your water and sewer bills by taking cost-effective steps to save water, how likely would you be to take those steps? Would you say . . .

- 1 Very Likely
- 2 Somewhat Likely
- 3 Not Too Likely
- 4 Not At All Likely
- 5 Don't Know

20 Our region may be able to delay the development of new and more costly water supplies if every company reduced the amount of water it uses by 1% each year for 10 years. Knowing this, how likely would you be to take steps to save water in your company?

- 1 Very Likely
- 2 Somewhat Likely
- 3 Not Too Likely
- 4 Not At All Likely
- 5 Don't Know

21 If you knew that it would help protect the environment now and for future generations, how likely would you be to take steps to save water in your organization? Would you say . . .

- 1 Very Likely
- 2 Somewhat Likely
- 3 Not Too Likely
- 4 Not At All Likely
- 5 Don't Know

22 Of the four reasons to save water we've just talked about (read list) which one would motivate your organization the most? (*Rotate order of answers when reading*)

- 1 Saving water to keep more water in the rivers and streams for salmon
- 2 Saving water to save money on your water and sewer bill
- 3 Saving water so we could delay the need to develop new, costly water supplies
- 4 Saving water to help protect the environment now and in the future
- 5 None are important
- 6 Don't Know

23 Have you heard of the 1% Water Conservation effort that your utility is sponsoring?

- 1 Yes 2 No 3 Don't Know

24 Have you heard about any water conservation programs for commercial, industrial and institutional customers sponsored by your water utility?

- 1 Yes (*Go to Q24a; otherwise circle "No" and go to Q25*)

24a. Do you know the name of that program?

- 1 Yes: Water Smart Technology

Other _____

- 2 No

24b. The name of the program is the Water Smart Technology Program. Do you recall hearing about that program now?

1 Yes 2 No 3 Don't Know

2 No

3 Don't know

25 (As you may know) The Water Smart Technology program is for commercial, industrial, and institutional water customers. It offers technical assistance, such as on-site water audits and bill analysis, and it also can provide financial incentives to install water conservation measures, such as high efficiency toilets, irrigation systems, cooling systems and many more. How interested are you in knowing more about this program?

1 Very Interested

2 Somewhat interested

3 Not too interested

4 Not at all interested

5 Don't know

26 Why do you say (fill in rating from above)? _____

27 What would you say are the major barriers that your organization faces in saving water? (*Do not read; write in any answers that don't fit the answers listed.*)

1 There are no (more) cost-effective steps to take

2 We don't believe there's a problem with having enough water

3 We don't have the money

4 We don't have the time

5 We don't know what can be done

6 Other _____

7 Don't know

28 Finally, if you had one piece of advice to give your water utility to help them work with you to make your water use as efficient as possible, what would you say?

Thank you for all your help! (Close)

29 Would you like your water utility to contact you about conservation services they can provide your organization?

Yes

No

People to contact if questions:

Linda Dethman (research manager) (206) 217-0326

Hans Van Dusen (project manager at Seattle Public Utilities) (206) 684-4657

3.2 Follow-up Telephone Questionnaire

The questionnaire used in the follow-up survey of the population sample of decision-makers appears on the following pages.

Respondent # _____

Utility Code # _____

Strata # _____

**2001 Commercial Customer Baseline Survey Follow-Up
Final Questionnaire
March 2002**

Call Log

<u>Date</u>	<u>Person/Organization (include Address) Called</u>	<u>Phone #</u>	<u>Results/Notes</u>

Introduction (Guideline only; interviewers may need to tailor wording to the exact situation.)

Hello, my name is _____, and I'm calling for (fill in name of utility)_____. May I speak to _____? *(Continue to next line)*

(Note: If contact is no longer at this job, ask to talk with the person who now has the same responsibilities for making decisions about how water is used at the building or facility at this address. Once reached, note his or her name and phone number above in the Call Log. Then continue.)*

About a year ago you **(or the person who previously held this position – use the name)** kindly gave your (his/her) opinions and advice about services your water utility could provide that would help organizations like yours use water more efficiently. As you may know, water use in our region continues to be a very important concern for our area's water utilities. We once again ask your help so we can update our information about your organization's water use and water efficiency needs. Could you take a few minutes now to talk with me or could we arrange a better time? (arrange and write down interview info)

Notes: _____

Organizational Information.

First I'd like to quickly review the background information we gathered last year about your organization. Please tell me any changes we need to make to update our information. (Interviewer goes over Qs 1-6 to check accuracy)

1. What is the full name of your organization? _____
2. What is your job title or job description? _____
3. Does your organization own or manage more than the buildings or facilities at this address?
 - 1 Yes
 - 2 No
 - 3 Don't Know
4. Do you own the building or facility at this address, do you lease it, or do you manage it?
 - 1 Own
 - 2 Lease
 - 3 Manage
 - 4 Other
 - 5 Don't know
5. For this building or facility, please tell me which of the following categories best describes the primary business type or types in your facility. (*read responses and circle all that apply*)
 - 1 Manufacturing
 - 2 Office
 - 3 Restaurant
 - 4 Grocery
 - 5 Non-Food Retail
 - 6 Warehousing
 - 7 Education
 - 8 Hotel/Motel
 - 9 Mixed use – more than one of above
 - 10 Mixed use – business/residential
 - 11 Other (specify) _____
 - 12 Medical
6. What is the approximate floor area of your facility at this address? _____ (actual sf; offer ranges if they dk number)
 - 1 Less than 10,000 square feet
 - 2 10K-50K square feet
 - 3 50K-100K square feet
 - 4 100K square feet or more
 - 5 Don't Know

6a. The rest of my questions are about water use. First, have you heard about a water conservation program at your utility for commercial, industrial and institutional customers?

- 6 **Yes** or 2 **Yes**, you told me about it last year (go to Q6b)
 7 No/DK (go to Q7)

6b. (If Yes to 6a) Can you recall the name of that water conservation program?

- 1 Yes --- a. Water Smart Technology b. Other 2 No/DK

6c. (If did not recall WST) It's called the Water Smart Technology Program. Do you recall hearing about that program now?

- 1 Yes 2 No/DK

6d. (If YES to 6a) Did your organization participate in Water Smart Technology in 2001, where you completed a water efficiency project and received a financial incentive?

- 1 Yes, completed a project *(If needed, tell respondent you don't have access to project information)*
 2 Yes, began but did not complete a project
 3 No/DK

6e. (If Yes to 6a) Prior to 2001, had your organization completed a water efficiency project through the Water Smart Technology Program?

- 1 Yes No/DK

7. Now I'd like to double-check with you about the major ways you use water at this building or facility *(Note: they should address those uses over which they have control.)*. I have down that you use water for . . . is that correct? But that you don't use water for . . . Is that correct? *(Assure them DK is okay)*

	1	2	3
Restrooms, including baths and showers	<i>Yes</i>	<i>No Use</i>	<i>Don't Know</i>
Food service – inc. restaurants, caterers	<i>Yes</i>	<i>No Use</i>	<i>Don't Know</i>
Indoor cleaning – floors, walls, bathroom	<i>Yes</i>	<i>No Use</i>	<i>Don't Know</i>
Outdoor cleaning (sidewalks, parking lots, buildings, vehicles)	<i>Yes</i>	<i>No Use</i>	<i>Don't Know</i>
Refrigeration	<i>Yes</i>	<i>No Use</i>	<i>Don't Know</i>
Cooling systems or cooling towers	<i>Yes</i>	<i>No Use</i>	<i>Don't Know</i>
Outdoor watering, irrigation	<i>Yes</i>	<i>No Use</i>	<i>Don't Know</i>
Flood flushing (flushing out pipes or systems – usually for industrial or manufacturing systems)	<i>Yes</i>	<i>No Use</i>	<i>Don't Know</i>
Any water loss (you know of) due to leaks	<i>Yes</i>	<i>No Use</i>	<i>Don't Know</i>
Industrial processes	<i>Yes</i>	<i>No Use</i>	<i>Don't Know</i>
Laundry	<i>Yes</i>	<i>No Use</i>	<i>Don't Know</i>
Other major uses? _____	<i>Yes</i>	<i>No Use</i>	<i>Don't Know</i>
Other major uses? _____	<i>Yes</i>	<i>No Use</i>	<i>Don't Know</i>

8. I have down that your three largest water uses, in order of use, at this location are . . . is that correct?
Largest _____
Second largest _____
Third largest _____

Note: The sequence and number of questions are altered from the Baseline instrument for Questions 9, 10, and 11.

9. **(For largest use)** During 2001, did your organization take any steps to save water in (read largest use) _____?

1 Yes (**ask 9a to 9d**) 2 No (**go to 9d**) 3 Don't know/NA (**go to 9d**)

9a. **If Yes:** What steps did you take? _____

9b. **If Yes:** Do you consider the steps you took to be permanent or temporary?

- 1 Permanent
- 2 Temporary
- 3 DK/NA

9c. **If Yes:** Did your water utility help you take these steps either through providing advice, a financial incentive, or both?

- 1 Yes, advice
- 2 Yes, incentive
- 3 Yes, both
- 4 No
- 5 Don't know
- 9 No answer

9d. **(For all)** Do you plan to take any (further) steps to save water in that area during the next year?

1 Yes 2 No 3 Don't know

10. **(For second use)** During 2001, did your organization take any steps to save water in (read second use)?

1 Yes (**ask 10a to 10d**) 2 No (**go to 10d**) 3 Don't know (**go to 10d**)

10a. **If Yes:** What steps did you take? _____

10b. **If Yes:** Do you consider the steps you took to be permanent or temporary?

- 1 Permanent
- 2 Temporary
- 3 DK/NA

10c. **If Yes:** Did your water utility help you take these steps either through providing advice, a financial incentive, or both?

- 1 Yes, advice
- 2 Yes, incentive
- 3 Yes, both
- 4 No
- 5 Don't know
- 9 No answer

10d. **For all:** Do you plan to take any (further) steps to save water in that area during the next year?

- 1 Yes
- 2 No
- 3 Don't know

11. **(For third use)** During 2001, did your organization take any steps to save water in (read third use)?

- 1 Yes
- 2 No (go to 11d)
- 3 Don't know (go to 11d)

11a. **If Yes:** What steps did you take? _____

11b. **If Yes:** Do you consider the steps you took to be permanent or temporary?

- 1 Permanent
- 2 Temporary
- 3 DK/NA

11c. **If Yes:** Did your water utility help you take these steps either through providing advice, a financial incentive, or both?

- 1 Yes, advice
- 2 Yes, incentive
- 3 Yes, both
- 4 No
- 5 Don't know
- 9 No answer

11d. **For all:** Do you plan to take any (further) steps to save water in that area during the next year?

- 1 Yes
- 2 No
- 3 Don't know

11e. **For All:** Did your organization take any other water saving steps during 2001 that you haven't told me about yet?

- 1 Yes
- 2 No
- 3 DK

11f. **If Yes:** What steps were those? _____

11g. **If any water saving steps taken (Questions 9 through 11):** Why did your organization decide to take the water saving steps you just told me about?

-
-
-
12. During 2001, what percent of the total, overall costs of running and operating your organization at this location were spent on water and wastewater? *(Make sure it's the % is of overall costs.)*
- 1 Less than 1%
 - 2 Between 1 and 5%
 - 3 Between 5 and 10%
 - 4 Between 10 and 20%
 - 5 Greater than 20%
 - 6 Don't know
13. Do you believe the actions of commercial, institutional, and industrial customers can: (1) greatly affect whether we have enough water to meet the future demands of our region; (2) somewhat affect whether we have enough water, or (3) have little effect on whether we have enough water?
- 1 Greatly affect whether we have enough water for the future
 - 2 Somewhat affect whether we have enough water
 - 3 Have little effect on whether we have enough water
 - 4 Don't Know
14. How important is it for your organization to actively conserve water? Would you say .
- 1 Very Important
 - 2 Somewhat Important
 - 3 Not Too Important
 - 4 Not At All Important
 - 5 Don't Know
- 15-16 Questions Deleted from Baseline Instrument
- 17 How much water do you think your organization could realistically save compared to what you're using now? Do you think you could . . .
- 1 Save a great deal more – say 10% or more
 - 2 Save somewhat more – say 5-10%
 - 3 Save a little more – say 1-5%
 - 4 Not save any more
 - 5 Don't Know

NOTE: ROTATE Q18-Q21

18. Now I'd like to ask you more about the reasons your organization might reduce your water use. In our area, salmon and people depend on the same rivers for water. How likely would your organization be to take steps to reduce water use if you knew both salmon and people would continue to have enough? Would you say . . .

- 1 Very Likely
- 2 Somewhat Likely
- 3 Not Too Likely
- 4 Not At All Likely
- 5 Don't Know

19. Most organizations can take cost-effective steps to reduce their water and sewer bills by 5-10%. How likely would your organization be to take steps to reduce water use if you knew it would save 5-10% on your water and sewer bills? Would you say . . .

- 1 Very Likely
- 2 Somewhat Likely
- 3 Not Too Likely
- 4 Not At All Likely
- 5 Don't Know

20. Our region can delay the need for new and more costly water sources if every organization reduced its water use. How likely would your organization be to take steps to reduce water use if you knew it would delay the need for new and costly water sources?

- 1 Very Likely
- 2 Somewhat Likely
- 3 Not Too Likely
- 4 Not At All Likely
- 5 Don't Know

21. Water is important to protecting the environment now and for future generations. How likely would your organization be to take steps to reduce water if you knew it would protect our environment now and for the future? Would you say . .

- 1 Very Likely
- 2 Somewhat Likely
- 3 Not Too Likely
- 4 Not At All Likely
- 5 Don't Know

22. Of the four reasons to reduce water use we've just talked about (read list) which one would motivate your organization the most? (*Rotate order of answers when reading*)

- 1 Reducing water use so salmon and people both have enough
- 2 Reducing water use to reduce your water and sewer bill
- 3 Reducing water use to delay new, costly water supplies
- 4 Reducing water use to protect the environment now and in the future
- 5 None are important
- 6 Don't Know

23. Questions deleted from the Baseline survey

24. Questions (24, 24a, 24b) in the Baseline survey became Questions 6a, 6b, 6c)

25. (As you know) The Water Smart Technology program is for commercial, industrial, and institutional water customers. It offers technical assistance, such as on-site water audits and bill analysis, and it also can provide financial incentives to install water conservation measures, such as high efficiency toilets, irrigation systems, cooling systems and many more. How interested are you in knowing more about this program?

- 1 Very Interested
- 2 Somewhat interested
- 3 Not too interested
- 8 Not at all interested
- 9 Don't know

26. Question deleted from Baseline Instrument

27. At this point, what would you say are the major barriers that your organization faces in saving water? *(Do not read; write in any answers under "other" that don't fit.)*

- 1 There are no (more) cost-effective steps to take
- 2 We don't believe there's a problem with having enough water
- 3 We don't have the money
- 4 We don't have the time
- 5 We don't know what can be done
- 6 Can't control users/regulations restrict us
- 7 Technical requirements
- 8 Doing all we can
- 9 None
- 10 Bureaucracy
- 11 Don't own space
- 12 Other _____

99 DK/NA

28. Finally, if you had one piece of advice to give your water utility to help them work with you to make your water use as efficient as possible, what would you say?

Thank you for all your help! (Close)

<p>Contacts if respondent has questions: Linda Dethman (research manager) (206) 760-1974 Hans Van Dusen (project manager at Seattle Public Utilities) (206) 684-4657</p>

3.3 Baseline and Follow-up Survey Database Code Definitions

Data gathered from baseline and follow-up survey of the population sample of decision-makers were coded and entered into the database that accompanies this report. Provided below is a list of each variable in the database table named "Population Baseline and Followup Survey Results," containing the data from these surveys. Also provided in this list are the labels for each of the coded variables in this database table.

Name	Variable Label/ Value Labels
ID	ID
SEQNCE	SEQNCE
BASEFOLL	Base or followup
	Value Label
	1 Baseline of Pair
	2 Followup
	3 Baseonly
SAMPLEID	SAMPLEID
UTILITY	Utility
	Value Label
	1 Seattle
	2 Bellevue
	3 Redmond
	4 Kirkland
	5 Northshore
	6 Mercer Island
	7 Woodinville
	8 WD20
	9 WD49
	10 Soos Creek
	11 WD125
	12 Bothell
	13 Shoreline
	14 Cedar River
	15 Olympic View
	16 Skyway
	17 WD90
STRATA	Strata
	Value Label
	1 Small
	2 Medium
	3 Large
	9 Very Large
CASWGT2	Case weight for population calculations
NAME1	First Name
NAME2	Last Name
PHONE	Phone Number
ORGNAME	Q1 Name of Organization
SAMERESP	Same Respondent? (Follow-up only)
	Value Label
	1 Yes

	2	No
CALLS	Number of calls needed to reach respondents	
TITLE	Q2 Title of Respondent	
	Value	Label
	1	Upper Mgt
	2	Facilities Mgt
	3	Middle Mgt
	4	Office Mgr
	5	Other
	9	DK/NA
MULTBLDG	Q3 Own Multiple Buildings at Site?	
	Value	Label
	1	Yes
	2	No
	3	DK
	9	Missing
Q4OWN	Q4 Own/Lease/Manage Building?	
	Value	Label
	1	Own
	2	Lease
	3	Manage
	4	Other
	5	DK
	9	Missing
Q5ABIZ	Q5 Type of Business	
	Value	Label
	1	Manufacturing
	2	Office
	3	Restaurant
	4	Grocery
	5	Non-Food Retail
	6	Warehouse
	7	Education/Church
	8	Hotel/Motel
	9	Mixed Use CML
	10	Mixed Use CML/RES
	11	Other
	12	Medical/Nursing Home
SQFEET1	Q6- Actual Square	
	Value	Label
	0	Coded in 6b
SQFEET2	Q6- Square Feet	
	Value	Label
	1	Under 10K
	2	10-50K
	3	50-100K
	4	100K+
	5	DK
	8	Exact in Q6a
	9	Missing
Q24CIPRG	Q6a- Have you heard about any water conservation programs	

	Value	Label
	1	Yes
	2	No
	3	DK
	9	Missing
Q24WST1	Q6b If yes, do you know the name of that program?	
	Value	Label
	1	Yes
	2	No
	3	DK
	9	Missing
Q24BWSTR2	Q6c The program is called Water Smart Technology	
	Value	Label
	1	Yes
	2	No
	3	DK
	9	Missing
Q6D	Q6d- Did org participate in WST in 2001? (Follow-up only)	
	Value	Label
	1	Yes, completed a project
	2	Yes, began, did not complete a project
	3	No/DK
Q6E	Q6e- Prior to 2001, completed WST project? (Follow-up only)	
	Value	Label
	1	Yes
	2	No/DK
Q7RESTRM	Q7 1- Restroom use?	
	Value	Label
	1	Yes
	2	No
	3	DK
	9	Missing
Q7FDSVC	Q7 2- Food service use?	
	Value	Label
	1	Yes
	2	No
	3	DK
	9	Missing
Q7INDCLN	Q7 3- Indoor cleaning use?	
	Value	Label
	1	Yes
	2	No
	3	DK
	9	Missing
Q7OUTCLN	Q7 4- Outdoor cleaning use?	
	Value	Label
	1	Yes
	2	No
	3	DK
	9	Missing
Q7REFRIG	Q7 5- Refrigeration use?	

	Value	Label
	1	Yes
	2	No
	3	DK
	9	Missing
Q7COOLNG	Q7 6- Cooling system use?	
	Value	Label
	1	Yes
	2	No
	3	DK
	9	Missing
Q7IRRIG	Q7 7- Irrigation use?	
	Value	Label
	1	Yes
	2	No
	3	DK
	9	Missing
Q7FLSHG	Q7 8- Flushing use?	
	Value	Label
	1	Yes
	2	No
	3	DK
	9	Missing
Q7LEAKS	Q7 9- Leaks?	
	Value	Label
	1	Yes
	2	No
	3	DK
	9	Missing
Q7INDSTR	Q7 10- Industrial process use?	
	Value	Label
	1	Yes
	2	No
	3	DK
	9	Missing
Q7LAUND	Q7 11- Laundry use?	
	Value	Label
	1	Yes
	2	No
	3	DK
	9	Missing
Q7OTHUSE	Q7 12- Other Use 1	
	Value	Label
	1	Yes
	2	No
	3	DK
	9	Missing
Q7OTH2	Q7 13- Other Use 2	
	Value	Label
	1	Yes
	2	No

	3	DK
	9	Missing
TOPUSE	Q8a Largest Use	
	Value	Label
	1	Restroom
	2	FoodService
	3	Indoor Cleaning
	4	Outdoor Cleaning
	5	Refrigeration
	6	Cooling
	7	Irrigation
	8	Flushing
	9	Leaks
	10	Industrial Process
	11	Laundry
	12	OtherUse1
	13	OtherUse2
SECNDUSE	Q8b Second Largest Use	
	Value	Label
	1	Restroom
	2	FoodService
	3	Indoor Cleaning
	4	Outdoor Cleaning
	5	Refrigeration
	6	Cooling
	7	Irrigation
	8	Flushing
	9	Leaks
	10	Industrial Process
	11	Laundry
	12	OtherUse1
	13	OtherUse2
THRDUSE	Q8c Third Largest Use	
	Value	Label
	1	Restroom
	2	FoodService
	3	Indoor Cleaning
	4	Outdoor Cleaning
	5	Refrigeration
	6	Cooling
	7	Irrigation
	8	Flushing
	9	Leaks
	10	Industrial Process
	11	Laundry
	12	OtherUse1
	13	OtherUse2
Q9STEPS1	Q9 Taken Steps to Save w/Largest Use?	
	Value	Label
	1	Yes
	2	No

	3	DK
	9	Missing
Q92A	Q9a If Yes: What steps did you take? (Follow-up only)	
	Value	Label
	1	Replaced old toilets w- low-flow type
	2	Other increased efficiency of toilets-infrared/pressure tank
	3	Increased efficiency of faucets/showerheads
	4	Reduced indoor cleaning
	5	Reduced/eliminated outdoor cleaning
	6	Reduced/improved laundry processescleaning
	7	Reduced staff/hours
	8	Made mfg/industrial process more efficient
	9	Monitored water usage more closely
	10	Increased user awareness of conservation
	11	Cooling/refrigeration/heating system changes
	12	Low-flow toilets and showerheads/faucets
	13	Multiple outdoor water steps
	14	Reduced outdoor plant watering
	15	More efficient food service
	16	Research uses
Q92B	Q9b If Yes: Are steps pe rmanent/temporary? (Follow-up only)	
	Value	Label
	1	Permanent
	2	Temporary
	3	DK/NA
Q92C	Q9c If Yes: Did utility help you take steps?(Follow-up only)	
	Value	Label
	1	Yes, advice
	2	Yes, incentive
	3	Yes, both
	4	No
	5	Don't know
Q92D	Q9d For all: Plans to take steps next year?(Follow-up only)	
	Value	Label
	1	Yes
	2	No
	3	Don't know
Q10STP2	Q10a Taken any steps to save w/your second largest use?	
	Value	Label
	1	Yes
	2	No
	3	DK
Q102A	Q10a If Yes: What steps did you take?(Follow-up only)	
	Value	Label
	1	Replaced old toilets w- low-flow type
	2	Other increased efficiency of toilets-infrared/pressure tank
	3	Increased efficiency of faucets/showerheads
	4	Reduced indoor cleaning
	5	Reduced/eliminated outdoor cleaning
	6	Reduced/improved laundry process cleaning
	7	Reduced staff/hours

	8	Made mfg/industrial process more efficient
	9	Monitored water usage more closely
	10	Increased user awareness of conservation
	11	Cooling/refrigeration/heating system changes
	12	Low-flow toilets and showerheads/faucets
	13	Multiple outdoor water steps
	14	Reduced outdoor plant watering
	15	More efficient food service
	16	Research uses
Q102B	Q10b If Yes: Are steps permanent/temporary?(Follow-up only)	
	Value	Label
	1	Permanent
	2	Temporary
	3	DK/NA
Q102C	Q10c If Yes: Did utility help you take steps?(Follow-up only)	
	Value	Label
	1	Yes, advice
	2	Yes, incentive
	3	Yes, both
	4	No
	5	Don't know
Q102D	Q10d For All: Plans to take steps next year?(Follow-up only)	
	Value	Label
	1	Yes
	2	No
	3	Don't know
Q11STEP3	Q11 Taken any steps to save with your third largest use?	
	Value	Label
	1	Yes
	2	No
	3	DK
Q112A	Q11a What steps did you take?(Follow-up only)	
	Value	Label
	1	Replaced old toilets w- low-flow type
	2	Other increased efficiency of toilets-infrared/pressure tank
	3	Increased efficiency of faucets/showerheads
	4	Reduced indoor cleaning
	5	Reduced/eliminated outdoor cleaning
	6	Reduced/improved laundry process cleaning
	7	Reduced staff/hours
	8	Made mfg/industrial process more efficient
	9	Monitored water usage more closely
	10	Increased user awareness of conservation
	11	Cooling/refrigeration/heating system changes
	12	Low-flow toilets and showerheads/faucets
	13	Multiple outdoor water steps
	14	Reduced outdoor plant watering
	15	More efficient food service
	16	Research uses
Q112B	Q11b If Yes: Are steps permanent/temporary?(Follow-up only)	
	Value	Label

	1	Permanent
	2	Temporary
	3	DK/NA
Q112C	Q11c If Yes: Did utility help you take steps?(Follow-up only)	
	Value	Label
	1	Yes, advice
	2	Yes, incentive
	3	Yes, both
	4	No
	5	Don't know
Q112D	Q11d For all: Plans to take steps next year?(Follow-up only)	
	Value	Label
	1	Yes
	2	No
	3	Don't know
Q112E	Q11e For all: Other steps taken/not mentioned?(Follow-up only)	
	Value	Label
	1	Yes
	2	No
	3	DK
Q112F	Q11f- If yes- What steps were taken?(Follow-up only)	
	Value	Label
	1	Replaced old toilets w- low-flow type
	2	Other increased efficiency of toilets-infrared/pressure tank
	3	Increased efficiency of faucets/showerheads
	4	Reduced indoor cleaning
	5	Reduced/eliminated outdoor cleaning
	6	Reduced/improved laundry process cleaning
	7	Reduced staff/hours
	8	Made mfg/industrial process more efficient
	9	Monitored water usage more closely
	10	Increased user awareness of conservation
	11	Cooling/refrigeration/heating system changes
	12	Low-flow toilets and showerheads/faucets
	13	Multiple outdoor water steps
	14	Reduced outdoor plant watering
	15	More efficient food service
	16	Research uses
	98	Other
Q112G	Q11g: (If any) Why did you decide to take the steps mentioned	
	Value	Label
	1	Maintenance
	2	Cost savings + conservation
	3	Mainly cost savings
	4	Cost savings + water shortage
	5	Conservation and/or water shortage
	6	Maintenance + cost savings
	7	Water savings a by-product
	8	Maintenance + Conservation
	10	Other
Q12COST	Q12 Percent of overall costs spent on water and wastewater?	

	Value	Label
	1	<1%
	2	1-5%
	3	5-10%
	4	10-20%
	5	>20%
Q13CIINF	Q13 How much can C/I customers affect whether we have enough	
	Value	Label
	1	Great
	2	Somewhat
	3	Little
Q14SAVE	Q14 How important for your organization to save water?	
	Value	Label
	1	Very Important
	2	Somewhat Important
	3	Not Too Important
	4	Not At All Important
Q17PRCNT	Q17 How much water could your organization save?	
	Value	Label
	1	Save 10%
	2	Save 5-10%
	3	Save 1-5%
	4	Save no more
Q18SALMO	Q18 Would you save for salmon?	
	Value	Label
	1	Very Likely
	2	Somewhat Likely
	3	Not Too Likely
	4	Not At All Likely
Q19SAVE	Q19 Would you save for 5-10% savings on your water and sewer	
	Value	Label
	1	Very Likely
	2	Somewhat Likely
	3	Not Too Likely
	4	Not At All Likely
Q20DELAY	Q20 Would you conserve to delay development of new more cost	
	Value	Label
	1	Very Likely
	2	Somewhat Likely
	3	Not Too Likely
	4	Not At All Likely
	5	DK
	9	Missing
Q21ENVIR	Q21 Would you conserve to protect the environment?	
	Value	Label
	1	Very Likely
	2	Somewhat Likely
	3	Not Too Likely
	4	Not At All Likely
	5	DK
	9	Missing

Q22TOP	Q22 Of the four reasons mentioned, which one would motivate
	Value Label
	1 Salmon
	2 Money
	3 Delay New Supply
	4 Environment
	5 None
	6 DK
	9 Missing
Q25INTRS	Q23 How interested are you in knowing about the Water Smart
	Value Label
	1 Very Interested
	2 Somewhat Interested
	3 Not Too Interested
	4 Not At All Interested
	5 DK
	9 Missing
Q27BAR1	Q25 What are your organization's major barriers to conserving
	Value Label
	1 Nothing to save
	2 No water problems
	3 Money
	4 Time/difficulty
	5 Need Info/don't know what to do
	6 User issues/regulations
	7 Technical requirements
	8 Doing everything now
	9 None
	10 Bureaucracy
	11 Don't own space
	12 Other
	98 DK
Q27BAR2	Q25 Major barriers to action (2)
	Value Label
	1 Nothing to save
	2 No water problems
	3 Money
	4 Time/difficulty
	5 Need Info/don't know what to do
	6 Can't control users/regulations
	7 Technical requirements
	8 Doing everything now
	9 None
	10 Bureaucracy
	11 Don't own space
	12 Other
	98 DK
	99 Missing
Q28ADV1	Q26 Advice for water utility for working with C/I customers?
	Value Label
	1 Publicize Program

- 2 More in-person outreach
- 3 Give better/more information
- 4 Know our business
- 5 Prove there are dollar savings
- 6 Need help w/upcoming project
- 7 Give incentives
- 8 Other
- 9 DK
- 10 Better utility management
- 11 Higher rates
- 12 Expand scope of or improve WST program
- 99 None or Missing

Q28ADV2 Q26 Advice for water utility for working with C/I customers?

Value Label

- 1 Publicize Program
- 2 More in-person outreach
- 3 Give better/more information
- 4 Know our business
- 5 Prove there are dollar savings
- 6 Need help w/upcoming project
- 7 Give incentives
- 8 Other
- 9 DK
- 10 Better utility management
- 11 Higher rates
- 12 Expand scope of or improve WST program
- 99 Missing

PASTPART Past involvement with utility program? (Baseline only)

Value Label

- 1 Yes
- 2 No
- 3 DK
- 9 Missing

CONTACT Want to be contacted about water conservation svcs?(Baseline only)

Value Label

- 1 Yes
- 2 No
- 3 In contact now
- 9 Missing

Q9UTLHLP Q9a Did your water utility help?(Baseline only)

Value Label

- 1 Yes
- 2 No
- 3 DK
- 9 Missing

Q9FUTSTP Q9b Do you plan steps next year?(Baseline only)

Value Label

- 1 Yes
- 2 No
- 3 DK
- 9 Missing

Q10UTLHL	Q10b Did your water utility help?(Baseline only)
	Value Label
	1 Yes
	2 No
	3 DK
	9 Missing
Q10FUTST	Q10c Do you plan steps next year?(Baseline only)
	Value Label
	1 Yes
	2 No
	3 DK
	9 Missing
Q11UTLHL	Q11b Did your water utility help?(Baseline only)
	Value Label
	1 Yes
	2 No
	3 DK
	9 Missing
Q11FUTST	Q11c Do you plan steps next year?(Baseline only)
	Value Label
	1 Yes
	2 No
	3 DK
	9 Missing
Q15AWARE	Q15 How aware is upper mgmt of water costs/use?(Baseline only)
	Value Label
	1 Very Aware
	2 Somewhat Aware
	3 Not Too Aware
	4 Not At All Aware
	5 DK
	6 Missing
Q16WHO	Q16a Who makes water mgmt decisions?(Baseline only)
	Value Label
	1 Resp. + Upper Mgt
	2 Resp. + Others (not Upper Mgt)
	3 Resp. Only (in Upper Mgt)
	4 Resp Only (Not Upper Mgt)
	5 Both Upper Mgt & Others
	9 Missing
NUMDECID	How many involved in water mgmt decisions?(Baseline only)
Q231PRCN	Q23 Heard of 1% Water Conservation effort?(Baseline only)
	Value Label
	1 Yes
	2 No
	3 DK
	9 Missing
Q26AWHY1	Q26a Why do you give that rating?(Baseline only)
	Value Label
	1 Positive current project
	2 Project in mind

- 3 Need Info
- 4 Always improving
- 5 Save environment, water
- 6 Save money
- 7 Exhausted projects w/utility
- 8 Done all w/o utility
- 9 Nothing to do
- 10 DK if more to do
- 11 No time or money
- 12 Other
- 98 DK
- 99 Missing

Q26BWHY2 Q26b Why do you give that rating (2)?(Baseline only)

- | Value | Label |
|-------|--------------------------|
| 1 | Positive current project |
| 2 | Project in mind |
| 3 | Need info |
| 4 | Always improving |
| 5 | Save environment, water |
| 6 | Save money |
| 7 | Exhausted Projects |
| 8 | Done all w/o utility |
| 9 | Nothing to do |
| 10 | DK if more to do |
| 11 | No time or money |
| 12 | Other |
| 98 | DK |
| 99 | Missing |

FILTER_\$ basefoll = 1 (FILTER)

- | Value | Label |
|-------|--------------|
| 0 | Not Selected |
| 1 | Selected |

3.4 Un-Weighted Baseline and Follow-up Survey Results

The following tables present the **un-weighted** results from the baseline and follow-up surveys of the population sample of decision-makers. These tables can only be used to answer questions about the characteristics of the sample for which surveys were completed.

Utility				
			Survey	
			Baseline	Follow-up
Utility	Seattle	Count	97	59
		Percent	67.8%	75.6%
	Bellevue	Count	17	8
		Percent	11.9%	10.3%
	Redmond	Count	10	5
		Percent	7.0%	6.4%
	Kirkland	Count	5	2
		Percent	3.5%	2.6%
	Northshore	Count	3	
		Percent	2.1%	
	Mercer Island	Count	3	2
		Percent	2.1%	2.6%
	Woodinville	Count	2	
		Percent	1.4%	
	WD20	Count	1	
		Percent	.7%	
	WD125	Count	1	1
		Percent	.7%	1.3%
	Bothell	Count	1	
		Percent	.7%	
	Shoreline	Count	3	1
		Percent	2.1%	1.3%
Total		Count	143	78
		Percent	100.0%	100.0%

Strata				
			Survey	
			Baseline	Follow-up
Strata	Small	Count	40	15
		Percent	28.0%	19.2%
	Medium	Count	40	30
		Percent	28.0%	38.5%
	Large	Count	41	20
		Percent	28.7%	25.6%
	Very Large	Count	22	13
		Percent	15.4%	16.7%
Total		Count	143	78
		Percent	100.0%	100.0%

Same Respondent? (Follow-up only)			
			Survey
			Follow-up
Same Respondent? (Follow-up only)	Yes	Count	58
		Percent	74.4%
	No	Count	20
		Percent	25.6%
Total		Count	78
		Percent	100.0%

Number of calls need to reach respondents				
			Survey	
			Baseline	Follow-up
Number of calls need to reach respondents	1	Count	38	32
		Percent	26.6%	41.0%
	2	Count	39	27
		Percent	27.3%	34.6%
	3	Count	26	6
		Percent	18.2%	7.7%
	4	Count	13	7
		Percent	9.1%	9.0%
	5	Count	15	
		Percent	10.5%	
	6	Count	5	5
		Percent	3.5%	6.4%
	9	Count	4	
		Percent	2.8%	
	11	Count	2	
		Percent	1.4%	
Total		Count	143	78
		Percent	100.0%	100.0%

2 Title of Respondent				
			Survey	
			Baseline	Follow-up
Q2 Title of Respondent	Upper Mgt	Count	32	16
		Percent	22.5%	20.5%
	Facilities Mgt	Count	58	38
		Percent	40.8%	48.7%
	Middle Mgt	Count	42	19
		Percent	29.6%	24.4%
	Office Mgr	Count	3	4
		Percent	2.1%	5.1%
	Other	Count	7	1
		Percent	4.9%	1.3%
Total		Count	142	78
		Percent	100.0%	100.0%

Q3 Own Multiple Buildings at Site?				
			Survey	
			Baseline	Follow-up
Q3 Own Multiple Buildings at Site?	Yes	Count	81	41
		Percent	56.6%	52.6%
	No	Count	62	37
		Percent	43.4%	47.4%
Total		Count	143	78
		Percent	100.0%	100.0%

Q4 Own/Lease/Manage Building?				
			Survey	
			Baseline	Follow-up
Q4 Own/Lease/Manage Building?	Own	Count	95	56
		Percent	66.4%	71.8%
	Lease	Count	47	21
		Percent	32.9%	26.9%
	Manage	Count	1	1
		Percent	.7%	1.3%
Total		Count	143	78
		Percent	100.0%	100.0%

Q5 Type of Business				
			Survey	
			Baseline	Follow-up
Q5 Type of Business	Manufacturing	Count	23	12
		Percent	16.1%	15.4%
	Office	Count	10	4
		Percent	7.0%	5.1%
	Restaurant	Count	10	4
		Percent	7.0%	5.1%
	Grocery	Count	2	2
		Percent	1.4%	2.6%
	Non-Food Retail	Count	19	12
		Percent	13.3%	15.4%
	Warehouse	Count	8	2
		Percent	5.6%	2.6%
	Education/Church	Count	12	7
		Percent	8.4%	9.0%
	Hotel/Motel	Count	11	8
		Percent	7.7%	10.3%
	Mixed Use CML	Count	19	11
		Percent	13.3%	14.1%
	Other	Count	17	13
		Percent	11.9%	16.7%
	Medical/Nursing Home	Count	12	3
		Percent	8.4%	3.8%
Total		Count	143	78
		Percent	100.0%	100.0%

Q6- Actual Square Feet				
			Survey	
			Baseline	Follow-up
Q6- Actual Square Feet	1300	Count		1
		Percent		4.8%
	1500	Count		1
		Percent		4.8%
	2000	Count	2	1
		Percent	8.3%	4.8%
	5000	Count	1	1
		Percent	4.2%	4.8%
	6000	Count		1
		Percent		4.8%
	9000	Count	1	
		Percent	4.2%	
	33000	Count		1
		Percent		4.8%
	40000	Count	1	
		Percent	4.2%	
	52000	Count	1	
		Percent	4.2%	
	73000	Count		1
		Percent		4.8%
	75000	Count	1	1
		Percent	4.2%	4.8%
	85000	Count	1	1
		Percent	4.2%	4.8%
	100000	Count	1	1
		Percent	4.2%	4.8%
	103000	Count	1	1
		Percent	4.2%	4.8%
	127000	Count	1	1
		Percent	4.2%	4.8%
	195000	Count	1	
		Percent	4.2%	
	215000	Count	1	
		Percent	4.2%	
	220000	Count	1	
		Percent	4.2%	
	235000	Count	1	1
		Percent	4.2%	4.8%
	338000	Count	1	1
		Percent	4.2%	4.8%
	351000	Count		1
		Percent		4.8%
	500000	Count	1	
		Percent	4.2%	
	525000	Count	1	
		Percent	4.2%	
	599000	Count	1	1
		Percent	4.2%	4.8%
	600000	Count	1	
		Percent	4.2%	

Q6- Actual Square Feet				
			Survey	
			Baseline	Follow-up
	700000	Count		1
		Percent		4.8%
	900000	Count		1
		Percent		4.8%
	950000	Count	1	1
		Percent	4.2%	4.8%
	990000	Count	1	1
		Percent	4.2%	4.8%
	1000000	Count	1	1
		Percent	4.2%	4.8%
	1700000	Count	1	
		Percent	4.2%	
Total	Count		24	21
	Percent		100.0%	100.0%

Q6- Square Feet Ranges				
			Survey	
			Baseline	Follow-up
Q6- Square Feet Ranges	Under 10K	Count	49	22
		Percent	36.6%	28.9%
	10-50K	Count	29	16
		Percent	21.6%	21.1%
	50-100K	Count	11	6
		Percent	8.2%	7.9%
	100K+	Count	21	12
		Percent	15.7%	15.8%
	Exact in Q6a	Count	24	20
		Percent	17.9%	26.3%
Total		Count	134	76
		Percent	100.0%	100.0%

Q6a- Have you heard about any water conservation programs for C/I customers?				
			Survey	
			Baseline	Follow-up
Q6a- Have you heard about any water conservation programs for C/I customers?	Yes	Count	43	39
		Percent	30.1%	50.0%
	No	Count	100	39
		Percent	69.9%	50.0%
Total		Count	143	78
		Percent	100.0%	100.0%

Q6b If yes, do you know the name of that program?				
			Survey	
			Baseline	Follow-up
Q6b If yes, do you know the name of that program?	Yes	Count	4	3
		Percent	10.0%	7.9%
	No	Count	36	35
		Percent	90.0%	92.1%
Total		Count	40	38
		Percent	100.0%	100.0%

Q6c The program is called Water Smart Technology. Do you recall hearing about it?				
			Survey	
			Baseline	Follow-up
Q6c The program is called Water Smart Technology. Do you recall hearing about it?	Yes	Count	8	21
		Percent	24.2%	44.7%
	No	Count	25	26
		Percent	75.8%	55.3%
Total		Count	33	47
		Percent	100.0%	100.0%

Q6d- Did org participate in WST in 2001? (Follow-up only)				
			Survey	
			Follow-up	
Q6d- Did org participate in WST in 2001? (Follow-up only)	Yes, completed a project	Count	7	
		Percent	9.0%	
	Yes, began, did not complete a project	Count	2	
		Percent	2.6%	
	No/DK	Count	69	
		Percent	88.5%	
Total		Count	78	
		Percent	100.0%	

Q6e- Prior to 2001, completed WST project? (Follow-up only)			
			Survey
			Follow-up
Q6e- Prior to 2001, completed WST project? (Follow-up only)	Yes	Count	6
		Percent	7.7%
	No/DK	Count	72
		Percent	92.3%
Total		Count	78
		Percent	100.0%

Q7 1- Restroom use?				
			Survey	
			Baseline	Follow-up
Q7 1- Restroom use?	Yes	Count	143	78
		Percent	100.0%	100.0%
Total		Count	143	78
		Percent	100.0%	100.0%

Q7 2- Food service use?				
			Survey	
			Baseline	Follow-up
Q7 2- Food service use?	Yes	Count	56	36
		Percent	39.2%	46.2%
	No	Count	87	42
		Percent	60.8%	53.8%
Total		Count	143	78
		Percent	100.0%	100.0%

Q7 3- Indoor cleaning use?				
			Survey	
			Baseline	Follow-up
Q7 3- Indoor cleaning use?	Yes	Count	139	75
		Percent	97.2%	96.2%
	No	Count	4	3
		Percent	2.8%	3.8%
Total		Count	143	78
		Percent	100.0%	100.0%

Q7 4- Outdoor cleaning use?				
			Survey	
			Baseline	Follow-up
Q7 4- Outdoor cleaning use?	Yes	Count	91	53
		Percent	64.5%	67.9%
	No	Count	50	25
		Percent	35.5%	32.1%
Total		Count	141	78
		Percent	100.0%	100.0%

Q7 5- Refrigeration use?				
			Survey	
			Baseline	Follow-up
Q7 5- Refrigeration use?	Yes	Count	63	37
		Percent	44.4%	47.4%
	No	Count	79	41
		Percent	55.6%	52.6%
Total		Count	142	78
		Percent	100.0%	100.0%

Q7 6- Cooling system use?				
			Survey	
			Baseline	Follow-up
Q7 6- Cooling system use?	Yes	Count	75	33
		Percent	52.4%	42.3%
	No	Count	68	45
		Percent	47.6%	57.7%
Total		Count	143	78
		Percent	100.0%	100.0%

Q7 7- Irrigation use?				
			Survey	
			Baseline	Follow-up
Q7 7- Irrigation use?	Yes	Count	72	38
		Percent	50.3%	48.7%
	No	Count	71	40
		Percent	49.7%	51.3%
Total		Count	143	78
		Percent	100.0%	100.0%

Q7 8- Flushing use?				
			Survey	
			Baseline	Follow-up
Q7 8- Flushing use?	Yes	Count	9	4
		Percent	6.4%	5.1%
	No	Count	132	74
		Percent	93.6%	94.9%
Total		Count	141	78
		Percent	100.0%	100.0%

Q7 9- Leaks?				
			Survey	
			Baseline	Follow-up
Q7 9- Leaks?	Yes	Count	9	6
		Percent	6.3%	7.7%
	No	Count	134	72
		Percent	93.7%	92.3%
Total		Count	143	78
		Percent	100.0%	100.0%

Q7 10- Industrial process use?				
			Survey	
			Baseline	Follow-up
Q7 10- Industrial process use?	Yes	Count	29	21
		Percent	20.3%	26.9%
	No	Count	114	57
		Percent	79.7%	73.1%
Total		Count	143	78
		Percent	100.0%	100.0%

Q7 11- Laundry use?				
			Survey	
			Baseline	Follow-up
Q7 11- Laundry use?	Yes	Count	42	25
		Percent	29.4%	32.1%
	No	Count	101	53
		Percent	70.6%	67.9%
Total		Count	143	78
		Percent	100.0%	100.0%

Q7 12- Other Use 1				
			Survey	
			Baseline	Follow-up
Q7 12- Other Use 1	Yes	Count	47	29
		Percent	32.9%	37.2%
	No	Count	96	49
		Percent	67.1%	62.8%
Total		Count	143	78
		Percent	100.0%	100.0%

Q7 13- Other Use 2				
			Survey	
			Baseline	Follow-up
Q7 13- Other Use 2	Yes	Count	8	5
		Percent	5.6%	6.4%
	No	Count	135	73
		Percent	94.4%	93.6%
Total		Count	143	78
		Percent	100.0%	100.0%

Q8a Largest Use				
			Survey	
			Baseline	Follow-up
Q8a Largest Use	Restroom	Count	86	42
		Percent	60.1%	53.8%
	FoodService	Count	10	5
		Percent	7.0%	6.4%
	Indoor Cleaning	Count	4	2
		Percent	2.8%	2.6%
	Outdoor Cleaning	Count	3	3
		Percent	2.1%	3.8%
	Refrigeration	Count	4	2
		Percent	2.8%	2.6%
	Irrigation	Count	1	1
		Percent	.7%	1.3%
	Industrial Process	Count	17	7
		Percent	11.9%	9.0%
	Laundry	Count	5	5
		Percent	3.5%	6.4%
	OtherUse1	Count	12	10
		Percent	8.4%	12.8%
	OtherUse2	Count	1	1
		Percent	.7%	1.3%
Total		Count	143	78
		Percent	100.0%	100.0%

Q8b Second Largest Use				
			Survey	
			Baseline	Follow-up
Q8b Second Largest Use	Restroom	Count	33	21
		Percent	23.2%	27.6%
	FoodService	Count	13	9
		Percent	9.2%	11.8%
	Indoor Cleaning	Count	38	14
		Percent	26.8%	18.4%
	Outdoor Cleaning	Count	11	6
		Percent	7.7%	7.9%
	Refrigeration	Count	1	1
		Percent	.7%	1.3%
	Cooling	Count	8	3
		Percent	5.6%	3.9%
	Irrigation	Count	11	4
		Percent	7.7%	5.3%
	Flushing	Count	1	1
		Percent	.7%	1.3%
	Industrial Process	Count	4	6
		Percent	2.8%	7.9%
	Laundry	Count	10	6
		Percent	7.0%	7.9%
	OtherUse1	Count	11	4
		Percent	7.7%	5.3%
	OtherUse2	Count	1	1
		Percent	.7%	1.3%
Total		Count	142	76
		Percent	100.0%	100.0%

Q8c Third Largest Use				
			Survey	
			Baseline	Follow-up
Q8c Third Largest Use	Restroom	Count	17	10
		Percent	13.8%	13.9%
	FoodService	Count	16	11
		Percent	13.0%	15.3%
	Indoor Cleaning	Count	41	25
		Percent	33.3%	34.7%
	Outdoor Cleaning	Count	16	4
		Percent	13.0%	5.6%
	Refrigeration	Count	6	4
		Percent	4.9%	5.6%
	Cooling	Count	3	2
		Percent	2.4%	2.8%
	Irrigation	Count	13	6
		Percent	10.6%	8.3%
	Flushing	Count	1	1
		Percent	.8%	1.4%
	Industrial Process	Count	1	1
		Percent	.8%	1.4%
	Laundry	Count	2	2
		Percent	1.6%	2.8%
	OtherUse1	Count	6	5
		Percent	4.9%	6.9%
	OtherUse2	Count	1	1
		Percent	.8%	1.4%
Total		Count	123	72
		Percent	100.0%	100.0%

Q9 Taken Steps to Save w/Largest Use?				
			Survey	
			Baseline	Follow-up
Q9 Taken Steps to Save w/Largest Use?	Yes	Count	80	37
		Percent	55.9%	47.4%
	No	Count	62	39
		Percent	43.4%	50.0%
	DK	Count	1	2
		Percent	.7%	2.6%
Total		Count	143	78
		Percent	100.0%	100.0%

Q9a If Yes: What steps did you take? (Follow-up only)			
			Survey
			Follow-up
Q9a If Yes: What steps did you take? (Follow-up only)	Replaced old toilets w- low-flow type	Count	9
		Percent	24.3%
	Other increased efficiency of toilets-infrared/pressure tank	Count	3
		Percent	8.1%
	Increased efficiency of faucets/showerheads	Count	4
		Percent	10.8%
	Reduced/eliminated outdoor cleaning	Count	1
		Percent	2.7%
	Reduced/improved laundry processescleaning	Count	3
		Percent	8.1%
	Reduced staff/hours	Count	1
		Percent	2.7%
	Made mfg/industrial process more efficient	Count	6
		Percent	16.2%
	Increased user awareness of conservation	Count	1
		Percent	2.7%
	Cooling/refrigeration/heating system changes	Count	2
		Percent	5.4%
	Low-flow toilets and showerheads/faucets	Count	1
		Percent	2.7%
	Reduced outdoor plant watering	Count	1
		Percent	2.7%
	More efficient food service	Count	4
		Percent	10.8%
	Research uses	Count	1
		Percent	2.7%
Total		Count	37
		Percent	100.0%

Q9b If Yes: Are steps permanent/temporary? (Follow-up only)			
			Survey
			Follow-up
Q9b If Yes: Are steps permanent/temporary? (Follow-up only)	Permanent	Count	35
		Percent	94.6%
	Temporary	Count	2
		Percent	5.4.%
Total		Count	37
		Percent	100.0%

Q9c If Yes: Did utility help you take steps?(Follow-up only)			
			Survey
			Follow-up
Q9c If Yes: Did utility help you take steps?(Follow-up only)	Yes, advice	Count	1
		Percent	2.7%
	Yes, incentive	Count	1
		Percent	2.7%
	Yes, both	Count	4
		Percent	10.8%
	No	Count	30
		Percent	81.1%
Dont know	Count	1	
	Percent	2.7%	
Total		Count	37
		Percent	100.0%

Q9d For all: Plans to take steps next year?(Follow-up only)			
			Survey
			Follow-up
Q9d For all: Plans to take steps next year?(Follow-up only)	Yes	Count	15
		Percent	19.7%
	No	Count	53
		Percent	69.7%
	Dont know	Count	8
		Percent	10.5%
Total		Count	76
		Percent	100.0%

Q10a Taken any steps to save w/your second largest use?				
			Survey	
			Baseline	Follow-up
Q10a Taken any steps to save w/your second largest use?	Yes	Count	41	20
		Percent	28.9%	26.3%
	No	Count	96	55
		Percent	67.6%	71.1%
	DK	Count	5	2
		Percent	3.5%	2.6%
Total		Count	142	76
		Percent	100.0%	100.0%

Q10a If Yes: What steps did you take?(Follow-up only)			
			Survey
			Follow-up
Q10a If Yes: What steps did you take?(Follow-up only)	Replaced old toilets w- low-flow type	Count	2
		Percent	10.0%
	Increased efficiency of faucets/showerheads	Count	2
		Percent	10.0%
	Reduced indoor cleaning	Count	1
		Percent	5.0%
	Reduced/eliminated outdoor cleaning	Count	2
		Percent	10.0%
	Reduced/improved laundry processescleaning	Count	3
		Percent	15.0%
	Made mfg/industrial process more efficient	Count	2
		Percent	10.0%
	Increased user awareness of conservation	Count	1
		Percent	5.0%
	Cooling/refrigeration/heating system changes	Count	2
		Percent	10.0%
	Low-flow toilets and showerheads/faucets	Count	1
		Percent	5.0%
	Reduced outdoor plant watering	Count	2
		Percent	10.0%
	More efficient food service	Count	2
		Percent	10.0%
Total		Count	20
		Percent	100.0%

Q10b If Yes: Are steps permanent/temporary?(Follow-up only)			
			Survey
			Follow-up
Q10b If Yes: Are steps permanent/temporary?(Follow-up only)	Permanent	Count	18
		Percent	85.7%
	Temporary	Count	2
		Percent	9.5%
	DK/NA	Count	1
		Percent	4.8%
Total		Count	21
		Percent	100.0%

Q10c If Yes: Did utility help you take steps?(Follow-up only)			
			Survey
			Follow-up
Q10c: If Yes: Did utility help you take steps? (Follow-up Only)	Yes, both	Count	1
		Percent	5.0%
	No	Count	19
		Percent	95.0%
Total		Count	20
		Percent	100.0%

Q10d For All: Plans to take steps next year?(Follow-up only)			
			Survey
			Follow-up
Q10d For All: Plans to take steps next year?(Follow-up only)	Yes	Count	6
		Percent	7.8%
	No	Count	64
		Percent	83.1%
	Dont know	Count	7
		Percent	9.1%
Total		Count	77
		Percent	100.0%

Q11 Taken any steps to save with your third largest use?				
			Survey	
			Baseline	Follow-up
Q11 Taken any steps to save with your third largest use?	Yes	Count	34	17
		Percent	27.4%	23.9%
	No	Count	86	52
		Percent	69.4%	73.2%
	DK	Count	4	2
		Percent	3.2%	2.8%
Total		Count	124	71
		Percent	100.0%	100.0%

Q11a What steps did you take?(Follow-up only)			
			Survey
			Follow-up
Q11a What steps did you take?(Follow-up only)	Replaced old toilets w- low-flow type	Count	1
		Percent	5.9%
	Increased efficiency of faucets/showerheads	Count	3
		Percent	17.6%
	Reduced indoor cleaning	Count	2
		Percent	11.8%
	Reduced/eliminated outdoor cleaning	Count	2
		Percent	11.8%
	Reduced/improved laundry processes cleaning	Count	1
		Percent	5.9%
	Monitored water usage more closely	Count	1
		Percent	5.9%
	Cooling/refrigeration/heating system changes	Count	3
		Percent	17.6%
	Reduced outdoor plant watering	Count	2
		Percent	11.8%
	More efficient food service	Count	1
		Percent	5.9%
	Research uses	Count	1
		Percent	5.9%
Total		Count	17
		Percent	100.0%

Q11b If Yes: Are steps permanent/temporary?(Follow-up only)			
			Survey
			Follow-up
Q11b If Yes: Are steps permanent/temporary?(Follow-up only)	Permanent	Count	16
		Percent	84.2%
	Temporary	Count	1
		Percent	5.3%
	DK/NA	Count	2
		Percent	10.5%
Total		Count	19
		Percent	100.0%

Q11c If Yes: Did utility help you take steps?(Follow-up only)			
			Survey
			Follow-up
Q11c If Yes: Did utility help you take steps?(Follow-up only)	Yes, incentive	Count	2
		Percent	11.8%
	Yes, both	Count	1
		Percent	5.9%
	No	Count	14
		Percent	82.4%
Total		Count	17
		Percent	100.0%

Q11d For all: Plans to take steps next year?(Follow-up only)			
			Survey
			Follow-up
Q11d For all: Plans to take steps next year?(Follow-up only)	Yes	Count	6
		Percent	8.5%
	No	Count	57
		Percent	80.3%
	Dont know	Count	8
		Percent	11.3%
Total		Count	71
		Percent	100.0%

Q11e For all: Other steps taken/not mentioned?(Follow-up only)			
			Survey
			Follow-up
Q11e For all: Other steps taken/not mentioned?(Follow-up only)	Yes	Count	17
		Percent	21.8%
	No	Count	58
		Percent	74.4%
	DK	Count	3
		Percent	3.8%
Total		Count	78
		Percent	100.0%

Q11f- If yes- What steps were taken?(Follow-up only)			
			Survey
			Follow-up
Q11f- If yes- What steps were taken?(Follow-up only)	Other increased efficiency of toilets-infrared/pressure tank	Count	2
		Percent	10.5%
	Reduced/eliminated outdoor cleaning	Count	2
		Percent	10.5%
	Reduced/improved laundry processescleaning	Count	1
		Percent	5.3%
	Reduced staff/hours	Count	1
		Percent	5.3%
	Monitored water usage more closely	Count	5
		Percent	26.3%
	Increased user awareness of conservation	Count	1
		Percent	5.3%
	Cooling/refrigeration/heating system changes	Count	1
		Percent	5.3%
	Multiple outdoor water steps	Count	1
		Percent	5.3%
	Reduced outdoor plant watering	Count	3
		Percent	15.8%
	More efficient food service	Count	1
		Percent	5.3%
Other	Count	1	
	Percent	5.3%	
Total		Count	19
		Percent	100.0%

Q11g: (If any) Why did you decide to take the steps mentioned?(Follow-up only)			
			Survey
			Follow-up
Q11g: (If any) Why did you decide to take the steps mentioned?(Follow-up only)	Maintenance	Count	7
		Percent	14.0%
	Cost savings + conservation	Count	12
		Percent	24.0%
	Mainly cost savings	Count	10
		Percent	20.0%
	Cost savings + water shortage	Count	4
		Percent	8.0%
	Conservation and/or water shortage	Count	8
		Percent	16.0%
	Maintenance + cost savings	Count	3
		Percent	6.0%
	Water savings a by-product	Count	5
		Percent	10.0%
	Maintenance + Conservation	Count	1
		Percent	2.0%
Total		Count	50
		Percent	100.0%

Q12 Percent of overall costs spent on water and wastewater?				
			Survey	
			Baseline	Follow-up
Q12 Percent of overall costs spent on water and wastewater?	<1%	Count	62	28
		Percent	51.2%	63.6%
	1-5%	Count	47	13
		Percent	38.8%	29.5%
	5-10%	Count	7	1
		Percent	5.8%	2.3%
	10-20%	Count	2	2
		Percent	1.7%	4.5%
	>20%	Count	3	
		Percent	2.5%	
Total		Count	121	44
		Percent	100.0%	100.0%

Q13 How much can C/I customers affect whether we have enough water in the future?				
			Survey	
			Baseline	Follow-up
Q13 How much can C/I customers affect whether we have enough water in the future?	Great	Count	75	32
		Percent	54.3%	42.1%
	Somewhat	Count	53	39
		Percent	38.4%	51.3%
	Little	Count	10	5
		Percent	7.2%	6.6%
Total		Count	138	76
		Percent	100.0%	100.0%

Q14 How important for your organization to save water?				
			Survey	
			Baseline	Follow-up
Q14 How important for your organization to save water?	Very Important	Count	79	35
		Percent	55.6%	45.5%
	Somewhat Important	Count	44	31
		Percent	31.0%	40.3%
	Not Too Important	Count	8	10
		Percent	5.6%	13.0%
	Not At All Important	Count	11	1
		Percent	7.7%	1.3%
Total		Count	142	77
		Percent	100.0%	100.0%

Q17 How much water could your organization save?				
			Survey	
			Baseline	Follow-up
Q17 How much water could your organization save?	Save 10%	Count	18	8
		Percent	14.0%	11.9%
	Save 5-10%	Count	10	12
		Percent	7.8%	17.9%
	Save 1-5%	Count	56	30
		Percent	43.4%	44.8%
	Save no more	Count	45	17
		Percent	34.9%	25.4%
Total		Count	129	67
		Percent	100.0%	100.0%

Q18 Would you save for salmon?				
			Survey	
			Baseline	Follow-up
Q18 Would you save for salmon?	Very Likely	Count	69	30
		Percent	53.5%	41.1%
	Somewhat Likely	Count	43	23
		Percent	33.3%	31.5%
	Not Too Likely	Count	10	12
		Percent	7.8%	16.4%
	Not At All Likely	Count	7	8
		Percent	5.4%	11.0%
Total		Count	129	73
		Percent	100.0%	100.0%

Q19 Would you save for 5-10% savings on your water and sewer bills?				
			Survey	
			Baseline	Follow-up
Q19 Would you save for 5-10% savings on your water and sewer bills?	Very Likely	Count	94	31
		Percent	66.7%	41.9%
	Somewhat Likely	Count	36	32
		Percent	25.5%	43.2%
	Not Too Likely	Count	7	9
		Percent	5.0%	12.2%
	Not At All Likely	Count	4	2
		Percent	2.8%	2.7%
Total		Count	141	74
		Percent	100.0%	100.0%

Q20 Would you conserve to delay development of new more costly water supplies?				
			Survey	
			Baseline	Follow-up
Q20 Would you conserve to delay development of new more costly water supplies?	Very Likely	Count	77	24
		Percent	56.2%	33.3%
	Somewhat Likely	Count	48	36
		Percent	35.0%	50.0%
	Not Too Likely	Count	6	9
		Percent	4.4%	12.5%
	Not At All Likely	Count	6	3
		Percent	4.4%	4.2%
Total		Count	137	72
		Percent	100.0%	100.0%

21 Would you conserve to protect the environment?				
			Survey	
			Baseline	Follow-up
Q21 Would you conserve to protect the environment?	Very Likely	Count	90	35
		Percent	64.7%	47.9%
	Somewhat Likely	Count	42	28
		Percent	30.2%	38.4%
	Not Too Likely	Count	5	7
		Percent	3.6%	9.6%
	Not At All Likely	Count	2	3
		Percent	1.4%	4.1%
Total		Count	139	73
		Percent	100.0%	100.0%

Q22 Of the four reasons mentioned, which one would motivate your organization the most?				
			Survey	
			Baseline	Follow-up
Q22 Of the four reasons mentioned, which one would motivate your organization the most?	Salmon	Count	6	6
		Percent	4.4%	9.0%
	Money	Count	63	32
		Percent	46.3%	47.8%
	Delay New Supply	Count	12	11
		Percent	8.8%	16.4%
	Environment	Count	54	15
		Percent	39.7%	22.4%
	None	Count	1	3
		Percent	.7%	4.5%
Total		Count	136	67
		Percent	100.0%	100.0%

Q23 How interested are you in knowing more about the Water Smart Technology Program?				Survey		
				Baseline	Baseline	Follow-up
Q25 What are the major barriers to conserving water? Water Smart Technology Program?	Very interested	Count	Count	64	37	35
	Interested	Percent	Percent	48%	27.4%	9%
	Some water problems	Count	Count	43	23	8
	Interested	Percent	Percent	30%	29.5%	10.5%
	Not interested	Count	Count	5	16	18
	Interested	Percent	Percent	5%	11.2%	1%
	Not interested	Count	Count	20	2	2
	Interested	Percent	Percent	15%	1.5%	6%
	Don't know	Count	Count	1	13	4
	Need info/what to do	Percent	Percent	7%	9.5%	5.3%
Total	User issues/regulations	Count	Count	43	36	78
		Percent	Percent	60%	26.0%	10.5%
	Technical requirements	Count	Count	21	9	
		Percent	Percent	15.3%		11.8%
	Doing everything now	Count	Count	3	12	
		Percent	Percent	2.2%		15.8%
	None	Count	Count	1	4	
		Percent	Percent	.7%		5.3%
	Bureaucracy	Count	Count	4	4	
		Percent	Percent	2.9%		5.3%
Total	Don't own space	Count	Count	2		
		Percent	Percent	1.5%		
Total	Other	Count	Count	2	3	
		Percent	Percent	1.5%		3.9%
Total				Count	137	76
				Percent	100.0%	100.0%

Q25 Major barriers to action (2)			
			Survey
			Baseline
Q25 Major barriers to action (2)	Nothing to save	Count	3
		Percent	13.0%
	No water problems	Count	1
		Percent	4.3%
	Money	Count	1
		Percent	4.3%
	Time/difficulty	Count	2
		Percent	8.7%
	Need Info/don't know what to do	Count	2
		Percent	8.7%
	Can't control users/regulations	Count	6
		Percent	26.1%
	Technical requirements	Count	5
		Percent	21.7%
	Doing everything now	Count	1
		Percent	4.3%
	None	Count	1
		Percent	4.3%
	Other	Count	1
		Percent	4.3%
Total		Count	23
		Percent	100.0%

Q26 Advice for water utility for working with C/I customers?				
			Survey	
			Baseline	Follow-up
Q26 Advice for water utility for working with C/I customers?	Publicize Program	Count	48	2
		Percent	46.2%	3.5%
	More in-person outreach	Count	5	1
		Percent	4.8%	1.8%
	Give better/more information	Count	24	23
		Percent	23.1%	40.4%
	Know our business	Count	2	3
		Percent	1.9%	5.3%
	Prove there are dollar savings	Count	5	
		Percent	4.8%	
	Need help w/upcoming project	Count	4	
		Percent	3.8%	
	Give incentives	Count	5	4
		Percent	4.8%	7.0%
	Other	Count	11	5
		Percent	10.6%	8.8%
	Better utility management	Count		15
		Percent		26.3%
	Higher rates	Count		2
		Percent		3.5%
	Expand scope of or improve WST program	Count		2
		Percent		3.5%
Total		Count	104	57
		Percent	100.0%	100.0%

Q26 Advice for water utility for working with C/I customers?			
			Survey
			Baseline
Q26 Advice for water utility for working with C/I customers?	Publicize Program	Count	4
		Percent	8.9%
	More in-person outreach	Count	4
		Percent	8.9%
	Give better/more information	Count	19
		Percent	42.2%
	Know our business	Count	3
		Percent	6.7%
	Prove there are dollar savings	Count	6
		Percent	13.3%
	Give incentives	Count	9
		Percent	20.0%
Total		Count	45
		Percent	100.0%

Past involvement with utility program? (Baseline only)			
			Survey
			Baseline
Past involvement with utility program? (Baseline only)	Yes	Count	20
		Percent	14.0%
	No	Count	122
		Percent	85.3%
	DK	Count	1
		Percent	.7%
Total		Count	143
		Percent	100.0%

Want to be contacted about water conservation svcs?(Baseline only)			
			Survey
			Baseline
Want to be contacted about water conservation svcs?(Baseline only)	Yes	Count	103
		Percent	76.9%
	No	Count	28
		Percent	20.9%
	In contact now	Count	3
		Percent	2.2%
Total		Count	134
		Percent	100.0%

Q9a Did your water utility help?(Baseline only)			
			Survey
			Baseline
Q9a Did your water utility help?(Baseline only)	Yes	Count	13
		Percent	16.3%
	No	Count	61
		Percent	76.3%
	DK	Count	6
		Percent	7.5%
Total		Count	80
		Percent	100.0%

Q9b Do you plan steps next year?(Baseline only)			
			Survey
			Baseline
Q9b Do you plan steps next year?(Baseline only)	Yes	Count	17
		Percent	14.2%
	No	Count	102
		Percent	85.0%
	DK	Count	1
		Percent	.8%
Total		Count	120
		Percent	100.0%

Q10b Did your water utility help?(Baseline only)			
			Survey
			Baseline
Q10b Did your water utility help?(Baseline only)	Yes	Count	7
		Percent	17.5%
	No	Count	31
		Percent	77.5%
	DK	Count	2
		Percent	5.0%
Total		Count	40
		Percent	100.0%

Q10c Do you plan steps next year?(Baseline only)			
			Survey
			Baseline
Q10c Do you plan steps next year?(Baseline only)	Yes	Count	17
		Percent	13.3%
	No	Count	105
		Percent	82.0%
	DK	Count	6
		Percent	4.7%
Total		Count	128
		Percent	100.0%

Q11b Did your water utility help?(Baseline only)			
			Survey
			Baseline
Q11b Did your water utility help?(Baseline only)	Yes	Count	7
		Percent	21.9%
	No	Count	25
		Percent	78.1%
Total		Count	32
		Percent	100.0%

Q11c Do you plan steps next year?(Baseline only)			
			Survey
			Baseline
Q11c Do you plan steps next year?(Baseline only)	Yes	Count	16
		Percent	15.0%
	No	Count	91
		Percent	85.0%
Total		Count	107
		Percent	100.0%

Q15 How aware is upper mgmt of water costs/use?(Baseline only)			
			Survey
			Baseline
Q15 How aware is upper mgmt of water costs/use?(Baseline only)	Very Aware	Count	93
		Percent	66.0%
	Somewhat Aware	Count	37
		Percent	26.2%
	Not Too Aware	Count	10
		Percent	7.1%
	Not At All Aware	Count	1
		Percent	.7%
Total		Count	141
		Percent	100.0%

Q16a Who makes water mgmt decisions?(Baseline only)			
			Survey
			Baseline
Q16a Who makes water mgmt decisions?(Baseline only)	Resp. + Upper Mgt	Count	27
		Percent	18.9%
	Resp. + Others (not Upper Mgt)	Count	64
		Percent	44.8%
	Resp. Only (in Upper Mgt)	Count	19
		Percent	13.3%
	Resp Only (Not Upper Mgt)	Count	13
		Percent	9.1%
	Both Upper Mgt & Others	Count	20
		Percent	14.0%
Total		Count	143
		Percent	100.0%

How many involved in water mgmt decisions?(Baseline only)			
			Survey
			Baseline
How many involved in water management decisions?(Baseline only)	1	Count	32
		Percent	22.4%
	2	Count	65
		Percent	45.5%
	3	Count	38
		Percent	26.6%
	4	Count	6
		Percent	4.2%
	5	Count	2
		Percent	1.4%
Total		Count	143
		Percent	100.0%

Q26a Why do you give that rating?(Baseline only)			
			Survey
			Baseline
Q26a Why do you give that rating?(Baseline only)	Positive current project	Count	8
		Percent	5.6%
	Project in mind	Count	4
		Percent	2.8%
	Need Info	Count	9
		Percent	6.3%
	Always improving	Count	21
		Percent	14.8%
	Save environment, water	Count	25
		Percent	17.6%
	Save money	Count	30
		Percent	21.1%
	Exhausted projects w/utility	Count	2
		Percent	1.4%
	Done all w/o utility	Count	5
		Percent	3.5%
	Nothing to do	Count	26
		Percent	18.3%
	DK if more to do	Count	3
		Percent	2.1%
	No time or money	Count	3
		Percent	2.1%
	Other	Count	6
		Percent	4.2%
Total		Count	142
		Percent	100.0%

Q26b Why do you give that rating (2)?(Baseline only)			
			Survey
			Baseline
Q26b Why do you give that rating (2)?(Baseline only)	Project in mind	Count	1
		Percent	2.6%
	Need info	Count	2
		Percent	5.1%
	Always improving	Count	9
		Percent	23.1%
	Save environment,water	Count	8
		Percent	20.5%
	Save money	Count	14
		Percent	35.9%
	Nothing to do	Count	4
		Percent	10.3%
	Other	Count	1
		Percent	2.6%
Total		Count	39
		Percent	100.0%

3.5 Weighted Baseline and Follow-up Survey Results

The following tables present the **weighted** results from the baseline and follow-up surveys of the population sample of decision-makers. These tables can be used in answering questions about the characteristics of the entire population of commercial customers served by SPU.

Utility				
			Survey	
			Baseline	Follow-up
Utility	Seattle	Count	15900	15216
		Percent	71.0%	67.9%
	Bellevue	Count	2333	3804
		Percent	10.4%	17.0%
	Redmond	Count	1790	2563
		Percent	8.0%	11.4%
	Kirkland	Count	448	314
		Percent	2.0%	1.4%
	Northshore	Count	443	
		Percent	2.0%	
	Mercer Island	Count	213	254
		Percent	1.0%	1.1%
	Woodinville	Count	165	
		Percent	.7%	
	WD20	Count	47	
		Percent	.2%	
	WD125	Count	118	157
		Percent	.5%	.7%
	Bothell	Count	118	
		Percent	.5%	
	Shoreline	Count	832	97
		Percent	3.7%	.4%
Total		Count	22407	22405
		Percent	100.0%	100.0%

Strata				
			Survey	
			Baseline	Follow-up
Strata	Small	Count	15697	15697
		Percent	70.1%	70.1%
	Medium	Count	4703	4703
		Percent	21.0%	21.0%
	Large	Count	1947	1947
		Percent	8.7%	8.7%
	Very Large	Count	58	58
SBW Consulting, Inc./ Dethman & Associates				

		Percent	.3%	.3%
Total		Count	22405	22405
		Percent	100.0%	100.0%

Same Respondent? (Follow-up only)

			Survey
			Follow-up
Same Respondent? (Follow-up only)	Yes	Count	17448
		Percent	77.9%
	No	Count	4958
		Percent	22.1%
Total		Count	22406
		Percent	100.0%

Number of calls need to reach respondents

			Survey	
			Baseline	Follow-up
Number of calls need to reach respondents	1	Count	8050	14049
		Percent	35.9%	62.7%
	2	Count	7158	7071
		Percent	31.9%	31.6%
	3	Count	2886	551
		Percent	12.9%	2.5%
	4	Count	1453	429
		Percent	6.5%	1.9%
	5	Count	1708	
		Percent	7.6%	
	6	Count	882	301
		Percent	3.9%	1.3%
	9	Count	260	
		Percent	1.2%	
	11	Count	5	
		Percent	.0%	
	13	Count		4
		Percent		.0%
19	Count	3		
	Percent	.0%		
Total		Count	22405	22405
		Percent	100.0%	100.0%

Q2 Title of Respondent

			Survey	
			Baseline	Follow-up
Q2 Title of Respondent	Upper Mgt	Count	9004	10456
		Percent	40.4%	46.7%
	Facilities Mgt	Count	3843	4958
		Percent	17.2%	22.1%
	Middle Mgt	Count	7376	5377
		Percent	33.1%	24.0%
	Office Mgr	Count	902	1457
		Percent	4.0%	6.5%
	Other	Count	1162	157
		Percent	5.2%	.7%
Total		Count	22287	22405
		Percent	100.0%	100.0%

Q3 Own Multiple Buildings at Site?

			Survey	
			Baseline	Follow-up
Q3 Own Multiple Buildings at Site?	Yes	Count	8830	7327
		Percent	39.4%	32.7%
	No	Count	13575	15078
		Percent	60.6%	67.3%
Total		Count	22405	22405
		Percent	100.0%	100.0%

Q4 Own/Lease/Manage Building?

			Survey	
			Baseline	Follow-up
Q4 Own/Lease/Manage Building?	Own	Count	14470	16618
		Percent	64.6%	74.2%
	Lease	Count	7888	5690
		Percent	35.2%	25.4%
	Manage	Count	47	97
		Percent	.2%	.4%
Total		Count	22405	22405
		Percent	100.0%	100.0%

Q5 Type of Business

			Survey	
			Baseline	Follow-up
Q5 Type of Business	Manufacturing	Count	3633	2907
		Percent	16.2%	13.0%
	Office	Count	1700	475
		Percent	7.6%	2.1%
	Restaurant	Count	825	627
		Percent	3.7%	2.8%
	Grocery	Count	120	161
		Percent	.5%	.7%
	Non-Food Retail	Count	4497	6211
		Percent	20.1%	27.7%
	Warehouse	Count	3139	2093
		Percent	14.0%	9.3%
	Education/Church	Count	1955	2699
		Percent	8.7%	12.0%
	Hotel/Motel	Count	433	593
		Percent	1.9%	2.6%
	Mixed Use CML	Count	2313	2776
		Percent	10.3%	12.4%
	Other	Count	3118	3606
		Percent	13.9%	16.1%
	Medical/Nursing Home	Count	671	259
		Percent	3.0%	1.2%
Total		Count	22404	22407
		Percent	100.0%	100.0%

Q6- Actual Square Feet

			Survey	
			Baseline	Follow-up
Q6- Actual Square Feet	1300	Count		157
		Percent		4.3%
	1500	Count		157
		Percent		4.3%
	2000	Count	235	157
		Percent	21.6%	4.3%
	5000	Count	118	157
		Percent	10.9%	4.3%
	6000	Count		1046
		Percent		28.7%
	9000	Count	118	
		Percent	10.9%	

33000	Count		157
	Percent		4.3%
40000	Count	3	
	Percent	.3%	
52000	Count	47	
	Percent	4.3%	
73000	Count		1046
	Percent		28.7%
75000	Count	47	97
	Percent	4.3%	2.7%
85000	Count	47	97
	Percent	4.3%	2.7%
100000	Count	47	97
	Percent	4.3%	2.7%
103000	Count	118	157
	Percent	10.9%	4.3%
127000	Count	47	97
	Percent	4.3%	2.7%
195000	Count	3	
	Percent	.3%	
215000	Count	47	
	Percent	4.3%	
220000	Count	3	
	Percent	.3%	
235000	Count	3	4
	Percent	.3%	.1%
338000	Count	47	97
	Percent	4.3%	2.7%
351000	Count		4
	Percent		.1%
500000	Count	47	
	Percent	4.3%	
525000	Count	3	
	Percent	.3%	
599000	Count	3	4
	Percent	.3%	.1%
600000	Count	3	
	Percent	.3%	
700000	Count		4
	Percent		.1%
900000	Count		4
	Percent		.1%
950000	Count	47	97
	Percent	4.3%	2.7%

	990000	Count	3	4
		Percent	.3%	.1%
	1000000	Count	3	4
		Percent	.3%	.1%
	1700000	Count	47	
		Percent	4.3%	
Total	Count	1086	3644	
	Percent	100.0%	100.0%	

Q6- Square Feet Ranges

			Survey	
			Baseline	Follow-up
Q6- Square Feet Ranges	Under 10K	Count	11522	9558
		Percent	55.6%	43.1%
	10-50K	Count	5828	7635
		Percent	28.1%	34.5%
	50-100K	Count	1653	1652
		Percent	8.0%	7.5%
	100K+	Count	619	704
		Percent	3.0%	3.2%
	Exact in Q6a	Count	1087	2602
		Percent	5.2%	11.7%
Total		Count	20709	22151
		Percent	100.0%	100.0%

Q6a- Have you heard about any water conservation programs for C/I customers?

			Survey	
			Baseline	Follow-up
Q6a- Have you heard about any water conservation programs for C/I customers?	Yes	Count	5449	9038
		Percent	24.3%	40.3%
	No	Count	16956	13367
		Percent	75.7%	59.7%
Total		Count	22405	22405
		Percent	100.0%	100.0%

Q6b If yes, do you know the name of that program?

			Survey	
			Baseline	Follow-up
Q6b If yes, do you know the name of that program?	Yes	Count	285	13
		Percent	5.5%	.2%
	No	Count	4926	7978
		Percent	94.5%	99.8%
Total		Count	5211	7991
		Percent	100.0%	100.0%

Q6c The program is called Water Smart Technology. Do you recall hearing about it?

				Survey	
				Baseline	Follow-up
Q6c The program is called Water Smart Technology. Do you recall hearing about it?	Yes	Count		845	3004
		Percent		19.3%	27.9%
	No	Count		3523	7745
		Percent		80.7%	72.1%

Total	Count	4368	10749
	Percent	100.0%	100.0%

Q6d- Did org participate in WST in 2001? (Follow-up only)

			Survey	
			Follow-up	
Q6d- Did org participate in WST in 2001? (Follow-up only)	Yes, completed a project	Count	276	
		Percent	1.2%	
	Yes, began, did not complete a project	Count	254	
		Percent	1.1%	
	No/DK	Count	21875	
		Percent	97.6%	
Total		Count	22405	
		Percent	100.0%	

Q6e- Prior to 2001, completed WST project? (Follow-up only)

			Survey
			Follow-up
Q6e- Prior to 2001, completed WST project? (Follow-up only)	Yes	Count	331
		Percent	1.5%
	No/DK	Count	22074
		Percent	98.5%
Total		Count	22405
		Percent	100.0%

Q7 1- Restroom use?

			Survey	
			Baseline	Follow-up
Q7 1- Restroom use?	Yes	Count	22406	22405
		Percent	100.0%	100.0%
Total		Count	22406	22405
		Percent	100.0%	100.0%

Q7 2- Food service use?

			Survey	
			Baseline	Follow-up
Q7 2- Food service use?	Yes	Count	3933	4424
		Percent	17.6%	19.7%
	No	Count	18473	17981
		Percent	82.4%	80.3%
Total		Count	22406	22405
		Percent	100.0%	100.0%

Q7 3- Indoor cleaning use?

			Survey	
			Baseline	Follow-up
Q7 3- Indoor cleaning use?	Yes	Count	22075	21105
		Percent	98.5%	94.2%
	No	Count	330	1301
		Percent	1.5%	5.8%
Total		Count	22405	22406
		Percent	100.0%	100.0%

Q7 4- Outdoor cleaning use?

			Survey	
			Baseline	Follow-up
Q7 4- Outdoor cleaning use?	Yes	Count	11546	13597
		Percent	51.8%	60.7%
	No	Count	10765	8808
		Percent	48.2%	39.3%
Total		Count	22311	22405
		Percent	100.0%	100.0%

Q7 5- Refrigeration use?

			Survey	
			Baseline	Follow-up
Q7 5- Refrigeration use?	Yes	Count	4590	4369
		Percent	20.5%	19.5%
	No	Count	17812	18036
		Percent	79.5%	80.5%
Total		Count	22402	22405
		Percent	100.0%	100.0%

Q7 6- Cooling system use?

			Survey	
			Baseline	Follow-up
Q7 6- Cooling system use?	Yes	Count	7006	3860
		Percent	31.3%	17.2%
	No	Count	15400	18545
		Percent	68.7%	82.8%
Total		Count	22406	22405
		Percent	100.0%	100.0%

Q7 7- Irrigation use?

			Survey	
			Baseline	Follow-up
Q7 7- Irrigation use?	Yes	Count	6754	6695
		Percent	30.1%	29.9%
	No	Count	15652	15710
		Percent	69.9%	70.1%
Total		Count	22406	22405
		Percent	100.0%	100.0%

Q7 8- Flushing use?

			Survey	
			Baseline	Follow-up
Q7 8- Flushing use?	Yes	Count	548	204
		Percent	2.5%	.9%
	No	Count	21762	22202
		Percent	97.5%	99.1%
Total		Count	22310	22406
		Percent	100.0%	100.0%

Q7 9- Leaks?

			Survey	
			Baseline	Follow-up
Q7 9- Leaks?	Yes	Count	868	1500
		Percent	3.9%	6.7%
	No	Count	21538	20905
		Percent	96.1%	93.3%
Total		Count	22406	22405
		Percent	100.0%	100.0%

Q7 10- Industrial process use?

			Survey	
			Baseline	Follow-up
Q7 10- Industrial process use?	Yes	Count	3304	5581
		Percent	14.7%	24.9%
	No	Count	19102	16825
		Percent	85.3%	75.1%
Total		Count	22406	22406
		Percent	100.0%	100.0%

Q7 11- Laundry use?

			Survey	
			Baseline	Follow-up
Q7 11- Laundry use?	Yes	Count	3806	3979
		Percent	17.0%	17.8%
	No	Count	18599	18426
		Percent	83.0%	82.2%
Total		Count	22405	22405
		Percent	100.0%	100.0%

Q7 12- Other Use 1

			Survey	
			Baseline	Follow-up
Q7 12- Other Use 1	Yes	Count	5205	4175
		Percent	23.2%	18.6%
	No	Count	17201	18230
		Percent	76.8%	81.4%
Total		Count	22406	22405
		Percent	100.0%	100.0%

Q7 13- Other Use 2

			Survey	
			Baseline	Follow-up
Q7 13- Other Use 2	Yes	Count	616	327
		Percent	2.7%	1.5%
	No	Count	21790	22078
		Percent	97.3%	98.5%
Total		Count	22406	22405
		Percent	100.0%	100.0%

Q8a Largest Use

			Survey	
			Baseline	Follow-up
Q8a Largest Use	Restroom	Count	15756	13914
		Percent	70.3%	62.1%
	FoodService	Count	1170	724
		Percent	5.2%	3.2%
	Indoor Cleaning	Count	490	254
		Percent	2.2%	1.1%
	Outdoor Cleaning	Count	628	1360
		Percent	2.8%	6.1%
	Refrigeration	Count	330	254
		Percent	1.5%	1.1%
	Irrigation	Count	47	1046
		Percent	.2%	4.7%
	Industrial Process	Count	1508	1318
		Percent	6.7%	5.9%
	Laundry	Count	403	1462
		Percent	1.8%	6.5%
	OtherUse1	Count	2070	1915
		Percent	9.2%	8.5%
	OtherUse2	Count	3	157
		Percent	.0%	.7%
Total		Count	22405	22404
		Percent	100.0%	100.0%

Q8b Second Largest Use

			Survey	
			Baseline	Follow-up
Q8b Second Largest Use	Restroom	Count	4458	6953
		Percent	20.0%	32.8%
	FoodService	Count	1408	2029
		Percent	6.3%	9.6%
	Indoor Cleaning	Count	9819	6372
		Percent	44.1%	30.1%
	Outdoor Cleaning	Count	2757	2508
		Percent	12.4%	11.8%
	Refrigeration	Count	118	157
		Percent	.5%	.7%
	Cooling	Count	386	259
		Percent	1.7%	1.2%
	Irrigation	Count	988	508
		Percent	4.4%	2.4%
	Flushing	Count	47	97
		Percent	.2%	.5%
	Industrial Process	Count	675	1652
		Percent	3.0%	7.8%
	Laundry	Count	430	491
		Percent	1.9%	2.3%
	OtherUse1	Count	1198	170
		Percent	5.4%	.8%
	OtherUse2	Count	3	4
		Percent	.0%	.0%
Total		Count	22287	21200
		Percent	100.0%	100.0%

Q8c Third Largest Use

			Survey	
			Baseline	Follow-up
Q8c Third Largest Use	Restroom	Count	1693	1178
		Percent	10.1%	6.3%
	FoodService	Count	651	1004
		Percent	3.9%	5.3%
	Indoor Cleaning	Count	6639	10368
		Percent	39.5%	55.2%
	Outdoor Cleaning	Count	4055	3144
		Percent	24.1%	16.7%
	Refrigeration	Count	1045	508
		Percent	6.2%	2.7%
	Cooling	Count	443	254
		Percent	2.6%	1.4%
	Irrigation	Count	648	669
		Percent	3.9%	3.6%
	Flushing	Count	47	97
		Percent	.3%	.5%
	Industrial Process	Count	392	1046
		Percent	2.3%	5.6%
	Laundry	Count	235	161
		Percent	1.4%	.9%
	OtherUse1	Count	955	360
		Percent	5.7%	1.9%
	OtherUse2	Count	3	4
		Percent	.0%	.0%
Total		Count	16806	18793
		Percent	100.0%	100.0%

Q9 Taken Steps to Save w/Largest Use?

			Survey	
			Baseline	Follow-up
Q9 Taken Steps to Save w/Largest Use?	Yes	Count	10258	10368
		Percent	45.8%	46.3%
	No	Count	12030	11876
		Percent	53.7%	53.0%
	DK	Count	118	161
		Percent	.5%	.7%
Total		Count	22406	22405
		Percent	100.0%	100.0%

Q9a If Yes: What steps did you take? (Follow-up only)

			Survey
			Follow-up
Q9a If Yes: What steps did you take? (Follow-up only)	Replaced old toilets w- low-flow type	Count	4910
		Percent	47.4%
	Other increased efficiency of toilets-infrared/pressure tank	Count	470
		Percent	4.5%
	Increased efficiency of faucets/showerheads	Count	389
		Percent	3.8%
	Reduced/eliminated outdoor cleaning	Count	157
		Percent	1.5%
	Reduced/improved laundry processescleaning	Count	1208
		Percent	11.7%
	Reduced staff/hours	Count	97
		Percent	.9%
	Made mfg/industrial process more efficient	Count	1255
		Percent	12.1%
	Increased user awareness of conservation	Count	4
		Percent	.0%
	Cooling/refrigeration/heating system changes	Count	254
		Percent	2.5%
	Low-flow toilets and showerheads/faucets	Count	4
		Percent	.0%
	Reduced outdoor plant watering	Count	1046
		Percent	10.1%
	More efficient food service	Count	568
		Percent	5.5%
	Research uses	Count	4
		Percent	.0%
Total		Count	10366
		Percent	100.0%

Q9b If Yes: Are steps permanent/temporary? (Follow-up only)

			Survey
			Follow-up
Q9b If Yes: Are steps permanent/temporary? (Follow-up only)	Permanent	Count	9224
		Percent	89.0%
	Temporary	Count	1144
		Percent	11.0%
Total		Count	10368
		Percent	100.0%

Q9c If Yes: Did utility help you take steps?(Follow-up only)

			Survey
			Follow-up
Q9c If Yes: Did utility help you take steps?(Follow-up only)	Yes, advice	Count	157
		Percent	1.5%
	Yes, incentive	Count	4
		Percent	0%
	Yes, both	Count	170
		Percent	1.6%
	No	Count	9880
		Percent	95.3%
	Dont know	Count	157
		Percent	1.5%
Total		Count	10368
		Percent	100.0%

Q9d For all: Plans to take steps next year?(Follow-up only)

			Survey
			Follow-up
Q9d For all: Plans to take steps next year?(Follow-up only)	Yes	Count	1911
		Percent	8.7%
	No	Count	19316
		Percent	87.4%
	Dont know	Count	864
		Percent	3.9%
Total		Count	22091
		Percent	100.0%

Q10a Taken any steps to save w/your second largest use?

			Survey	
			Baseline	Follow-up
Q10a Taken any steps to save w/your second largest use?	Yes	Count	5259	5203
		Percent	23.6%	24.5%
	No	Count	16536	15838
		Percent	74.2%	74.7%
	DK	Count	493	161
		Percent	2.2%	.8%
Total		Count	22288	21202
		Percent	100.0%	100.0%

Q10a If Yes: What steps did you take?(Follow-up only)

			Survey
			Follow-up
Q10a If Yes: What steps did you take?(Follow-up only)	Replaced old toilets w- low-flow type	Count	2093
		Percent	40.2%
	Increased efficiency of faucets/showerheads	Count	254
		Percent	4.9%
	Reduced indoor cleaning	Count	1046
		Percent	20.1%
	Reduced/eliminated outdoor cleaning	Count	314
		Percent	6.0%
	Reduced/improved laundry processescleaning	Count	199
		Percent	3.8%
	Made mfg/industrial process more efficient	Count	254
		Percent	4.9%
	Increased user awareness of conservation	Count	157
		Percent	3.0%
	Cooling/refrigeration/heating system changes	Count	314
		Percent	6.0%
	Low-flow toilets and showerheads/faucets	Count	157
		Percent	3.0%
	Reduced outdoor plant watering	Count	254
		Percent	4.9%
	More efficient food service	Count	161
		Percent	3.1%
Total		Count	5203
		Percent	100.0%

Q10b If Yes: Are steps permanent/temporary?(Follow-up only)

			Survey
			Follow-up
Q10b If Yes: Are steps permanent/temporary?(Follow-up only)	Permanent	Count	4889
		Percent	91.2%
	Temporary	Count	314
		Percent	5.9%
	DK/NA	Count	157
		Percent	2.9%
Total		Count	5360
		Percent	100.0%

Q10c If Yes: Did utility help you take steps?(Follow-up only)

			Survey
			Follow-up
Q10c If Yes: Did utility help you take steps?(Follow-up only)	Yes, both	Count	97
		Percent	1.9%
	No	Count	5105
		Percent	98.1%
Total		Count	5202
		Percent	100.0%

Q10d For All: Plans to take steps next year?(Follow-up only)

			Survey
			Follow-up
Q10d For All: Plans to take steps next year?(Follow-up only)	Yes	Count	213
		Percent	1.0%
	No	Count	20532
		Percent	96.1%
	Dont know	Count	615
		Percent	2.9%
Total		Count	21360
		Percent	100.0%

Q11 Taken any steps to save with your third largest use?

			Survey	
			Baseline	Follow-up
Q11 Taken any steps to save with your third largest use?	Yes	Count	3637	2708
		Percent	21.1%	15.3%
	No	Count	13002	14939
		Percent	75.6%	84.2%
	DK	Count	560	102
		Percent	3.3%	.6%
Total		Count	17199	17749
		Percent	100.0%	100.0%

Q11a What steps did you take?(Follow-up only)

			Survey
			Follow-up
Q11a What steps did you take? (Follow-up only)	Replaced old toilets w- low-flow type	Count	157
		Percent	4.2%
	Increased efficiency of faucets/showerheads	Count	411
		Percent	11.0%
	Reduced indoor cleaning	Count	314
		Percent	8.4%
	Reduced/eliminated outdoor cleaning	Count	1203
		Percent	32.1%
	Reduced/improved laundry processescleaning	Count	157
		Percent	4.2%
	Monitored water usage more closely	Count	4
		Percent	.1%
	Cooling/refrigeration/heating system changes	Count	292
		Percent	10.8%
Total		Count	2707
		Percent	100.0%

Q11b If Yes: Are steps permanent/temporary?(Follow-up only)

			Survey
			Follow-up
Q11b If Yes: Are steps permanent/temporary?(Follow-up only)	Permanent	Count	2551
		Percent	84.4%
	Temporary	Count	157
		Percent	5.2%
	DK/NA	Count	314
		Percent	10.4%
Total		Count	3022
		Percent	100.0%

Q11c If Yes: Did utility help you take steps?(Follow-up only)

			Survey
			Follow-up
Q11c If Yes: Did utility help you take steps?(Follow-up only)	Yes, incentive	Count	102
		Percent	3.8%
	Yes, both	Count	4
		Percent	.1%
	No	Count	2602
		Percent	96.1%
Total		Count	2708
		Percent	100.0%

Q11d For all: Plans to take steps next year?(Follow-up only)

			Survey
			Follow-up
Q11d For all: Plans to take steps next year?(Follow-up only)	Yes	Count	305
		Percent	1.7%
	No	Count	16825
		Percent	94.8%
	Dont know	Count	619
		Percent	3.5
Total		Count	17449
		Percent	100.0%

Q11e For all: Other steps taken/not mentioned?(Follow-up only)

			Survey
			Follow-up
Q11e For all: Other steps taken/not mentioned?(Follow-up only)	Yes	Count	3445
		Percent	15.4%
	No	Count	18701
		Percent	83.5%
	DK	Count	259
		Percent	1.2%
Total		Count	22405
		Percent	100.0%

Q11f- If yes- What steps were taken?(Follow-up only)

			Survey
			Follow-up
Q11f- If yes- What steps were taken?(Follow-up only)	Other increased efficiency of toilets-infrared/pressure tank	Count	195
		Percent	4.3%
	Reduced/eliminated outdoor cleaning	Count	254
		Percent	5.5%
	Reduced/improved laundry processescleaning	Count	97
		Percent	2.1%
	Reduced staff/hours	Count	1046
		Percent	22.8%
	Monitored water usage more closely	Count	1310
		Percent	28.6%
	Increased user awareness of conservation	Count	157
		Percent	3.4%
	Cooling/refrigeration/heating system changes	Count	4
		Percent	.1%
	Multiple outdoor water steps	Count	157
		Percent	3.4%
	Reduced outdoor plant watering	Count	318
		Percent	6.9%
	More efficient food service	Count	4
		Percent	.1%
	Other	Count	1046
		Percent	22.8%
Total		Count	4588
		Percent	100.0%

Q11g: (If any) Why did you decide to take the steps mentioned?(Follow-up only)

			Survey
			Follow-up
Q11g: (If any) Why did you decide to take the steps mentioned?(Follow-up only)	Maintenance	Count	2817
		Percent	21.7%
	Cost savings + conservation	Count	1127
		Percent	8.7%
	Mainly cost savings	Count	2220
		Percent	17.1%
	Cost savings + water shortage	Count	322
		Percent	2.5%
	Conservation and/or water shortage	Count	983
		Percent	7.6%
	Maintenance + cost savings	Count	3139
		Percent	24.2%
	Water savings a by-product	Count	2259
		Percent	17.4%
	Maintenance + Conservation	Count	97
		Percent	.7%
Total		Count	12964
		Percent	100.0%

Q12 Percent of overall costs spent on water and wastewater?

			Survey	
			Baseline	Follow-up
Q12 Percent of overall costs spent on water and wastewater?	<1%	Count	11391	11305
		Percent	60.8%	82.1%
	1-5%	Count	6624	2055
		Percent	35.4%	14.9%
	5-10%	Count	268	157
		Percent	1.4%	1.1%
	10-20%	Count	165	254
		Percent	.9%	1.8%
	>20%	Count	283	
		Percent	1.5%	
Total		Count	18731	13771
		Percent	100.0%	100.0%

Q13 How much can C/I customers affect whether we have enough water in the future?

			Survey	
			Baseline	Follow-up
Q13 How much can C/I customers affect whether we have enough water in the future?	Great	Count	12123	9551
		Percent	56.8%	45.0%
	Somewhat	Count	7789	11020
		Percent	36.5%	52.0%
	Little	Count	1426	632
		Percent	6.7%	3.0%
Total		Count	21338	21203
		Percent	100.0%	100.0%

Q14 How important for your organization to save water?

			Survey	
			Baseline	Follow-up
Q14 How important for your organization to save water?	Very Important	Count	11200	9165
		Percent	50.1%	41.2%
	Somewhat Important	Count	6846	6911
		Percent	30.6%	31.1%
	Not Too Important	Count	1235	5127
		Percent	5.5%	23.0%
	Not At All Important	Count	3077	1046
		Percent	13.8%	4.7%
Total		Count	22358	22249
		Percent	100.0%	100.0%

Q17 How much water could your organization save?

			Survey	
			Baseline	Follow-up
Q17 How much water could your organization save?	Save 10%	Count	2125	1720
		Percent	9.9%	8.1%
	Save 5-10%	Count	1030	3033
		Percent	4.8%	14.2%
	Save 1-5%	Count	8117	9813
		Percent	37.9%	46.0%
	Save no more	Count	10163	6750
		Percent	47.4%	31.7%
Total		Count	21435	21316
		Percent	100.0%	100.0%

Q18 Would you save for salmon?

			Survey	
			Baseline	Follow-up
Q18 Would you save for salmon?	Very Likely	Count	11289	8500
		Percent	54.8%	38.9%
	Somewhat Likely	Count	6153	5495
		Percent	29.9%	25.2%
	Not Too Likely	Count	1311	4279
		Percent	6.4%	19.6%
	Not At All Likely	Count	1852	3559
		Percent	9.0%	16.3%
Total		Count	20605	21833
		Percent	100.0%	100.0%

Q19 Would you save for 5-10% savings on your water and sewer bills?

			Survey	
			Baseline	Follow-up
Q19 Would you save for 5-10% savings on your water and sewer bills?	Very Likely	Count	13298	7029
		Percent	59.8%	33.5%
	Somewhat Likely	Count	6070	8017
		Percent	27.3%	38.2%
	Not Too Likely	Count	1852	4910
		Percent	8.3%	23.4%
	Not At All Likely	Count	1020	1051
		Percent	4.6%	5.0%
Total		Count	22240	21007
		Percent	100.0%	100.0%

Q20 Would you conserve to delay development of new more costly water supplies?

			Survey	
			Baseline	Follow-up
Q20 Would you conserve to delay development of new more costly water supplies?	Very Likely	Count	12659	5347
		Percent	58.7%	25.7%
	Somewhat Likely	Count	6562	12295
		Percent	30.4%	59.1%
	Not Too Likely	Count	1275	2979
		Percent	5.9%	14.3%
	Not At All Likely	Count	1070	166
		Percent	5.0%	.8%
Total		Count	21566	20787
		Percent	100.0%	100.0%

Q21 Would you conserve to protect the environment?

			Survey	
			Baseline	Follow-up
Q21 Would you conserve to protect the environment?	Very Likely	Count	14527	9377
		Percent	65.5%	44.8%
	Somewhat Likely	Count	5926	7753
		Percent	26.7%	37.0%
	Not Too Likely	Count	1227	2758
		Percent	5.5%	13.2%
	Not At All Likely	Count	510	1055
		Percent	2.3%	5.0%
Total		Count	22190	20943
		Percent	100.0%	100.0%

Q22 Of the four reasons mentioned, which one would motivate your organization the most?

			Survey	
			Baseline	Follow-up
Q22 Of the four reasons mentioned, which one would motivate your organization the most?	Salmon	Count	1070	1619
		Percent	5.0%	8.0%
	Money	Count	6360	8906
		Percent	29.8%	44.2%
	Delay New Supply	Count	3195	3758
		Percent	15.0%	18.6%
	Environment	Count	10616	5520
		Percent	49.7%	27.4%
	None	Count	118	351
		Percent	.6%	1.7%
Total		Count	21359	20154
		Percent	100.0%	100.0%

Q23 How interested are you in knowing about the Water Smart Technology Program?

			Survey	
			Baseline	Follow-up
Q23 How interested are you in knowing about the Water Smart Technology Program?	Very Interested	Count	6407	4386
		Percent	28.6%	19.6%
	Somewhat Interested	Count	6963	8283
		Percent	31.1%	37.0%
	Not Too Interested	Count	4302	9575
		Percent	19.2%	42.7%
	Not At All Interested	Count	4730	161
		Percent	21.1%	.7%
	DK	Count	3	
		Percent	.0%	

Total	Count	22405	22405
	Percent	100.0%	100.0%

Q25 What are your organization's major barriers to conserving?

			Survey	
			Baseline	Follow-up
Q25 What are your organization's major barriers to conserving?	Nothing to save	Count	10117	1360
		Percent	47.4%	6.1%
	No water problems	Count		4813
		Percent		21.6%
	Money	Count	726	4351
		Percent	3.4%	19.5%
	Time/difficulty	Count	95	195
		Percent	.4%	.9%
	Need Info/don't know what to do	Count	2003	568
		Percent	9.4%	2.5%
	User issues/regulations	Count	4141	983
		Percent	19.4%	4.4%
	Technical requirements	Count	3908	895
		Percent	18.3%	4.0%
	Doing everything now	Count	8	5847
		Percent	.0%	26.2%
	None	Count	3	1517
		Percent	.0%	6.8%
	Bureaucracy	Count	100	415
		Percent	.5%	1.9%
	Don't own space	Count	165	
		Percent	.8%	
	Other	Count	95	1360
		Percent	.4%	6.1%
Total		Count	21361	22304
		Percent	100.0%	100.0%

Q25 Major barriers to action (2)

			Survey
			Baseline
Q25 Major barriers to action (2)	Nothing to save	Count	558
		Percent	23.2%
	No water problems	Count	392
		Percent	16.3%
	Money	Count	3
		Percent	.1%
	Time/difficulty	Count	50
		Percent	2.1%
	Need Info/don't know what to do	Count	235
		Percent	9.8%
	Can't control users/regulations	Count	476
		Percent	19.8%
	Technical requirements	Count	333
		Percent	13.9%
	Doing everything now	Count	118
		Percent	4.9%
	None	Count	118
		Percent	4.9%
	Other	Count	118
		Percent	4.9%
Total		Count	2401
		Percent	100.0%

Q26 Advice for water utility for working with C/I customers?

			Survey	
			Baseline	Follow-up
Q26 Advice for water utility for working with C/I customers?	Publicize Program	Count	6837	254
		Percent	45.0%	1.5%
	More in-person outreach	Count	563	4
		Percent	3.7%	.0%
	Give better/more information	Count	4230	6258
		Percent	27.8%	36.3%
	Know our business	Count	165	411
		Percent	1.1%	2.4%
	Prove there are dollar savings	Count	263	
		Percent	1.7%	
	Need help w/upcoming project	Count	400	
		Percent	2.6%	
	Give incentives	Count	997	508
		Percent	6.6%	2.9%
	Other	Count	1748	3453
		Percent	11.5%	20.0%
	Better utility management	Count		5216
		Percent		30.2%
	Higher rates	Count		1144
		Percent		6.6%
	Expand scope of or improve WST program	Count		9
		Percent		.1%
Total		Count	15203	17257
		Percent	100.0%	100.0%

Q26 Advice for water utility for working with C/I customers?

			Survey	
			Baseline	
Q26 Advice for water utility for working with C/I customers?	Publicize Program	Count	675	
		Percent	11.2%	
	More in-person outreach	Count	285	
		Percent	4.7%	
	Give better/more information	Count	3193	
		Percent	53.0%	
	Know our business	Count	168	
		Percent	2.8%	
	Prove there are dollar savings	Count	725	
		Percent	12.0%	
	Give incentives	Count	983	
		Percent	16.3%	

Total	Count	6029
	Percent	100.0%

Past involvement with utility program? (Baseline only)

			Survey
			Baseline
Past involvement with utility program? (Baseline only)	Yes	Count	1261
		Percent	5.6%
	No	Count	21142
		Percent	94.4%
	DK	Count	3
		Percent	.0%
Total		Count	22406
		Percent	100.0%

Want to be contacted about water conservation svcs?(Baseline only)

			Survey
			Baseline
Want to be contacted about water conservation svcs?(Baseline only)	Yes	Count	14670
		Percent	66.9%
	No	Count	7250
		Percent	33.1%
	In contact now	Count	8
		Percent	.0%
Total		Count	21928
		Percent	100.0%

Q9a Did your water utility help?(Baseline only)

			Survey
			Baseline
Q9a Did your water utility help?(Baseline only)	Yes	Count	1198
		Percent	11.8%
	No	Count	8699
		Percent	85.4%
	DK	Count	291
		Percent	2.9%
Total		Count	10188
		Percent	100.0%

Q9b Do you plan steps next year?(Baseline only)

			Survey
			Baseline
Q9b Do you plan steps next year?(Baseline only)	Yes	Count	1713
		Percent	8.1%
	No	Count	19286
		Percent	91.3%

	DK	Count	118
		Percent	.6%
Total		Count	21117
		Percent	100.0%

Q10b Did your water utility help?(Baseline only)

		Survey	
		Baseline	
Q10b Did your water utility help?(Baseline only)	Yes	Count	153
		Percent	3.2%
	No	Count	4619
		Percent	95.8%
	DK	Count	50
		Percent	1.0%
Total		Count	4822
		Percent	100.0%

Q10c Do you plan steps next year?(Baseline only)

		Survey	
		Baseline	
Q10c Do you plan steps next year?(Baseline only)	Yes	Count	2103
		Percent	9.7%
	No	Count	19084
		Percent	87.7%
	DK	Count	565
		Percent	2.6%
Total		Count	21752
		Percent	100.0%

Q11b Did your water utility help?(Baseline only)

		Survey	
		Baseline	
Q11b Did your water utility help?(Baseline only)	Yes	Count	543
		Percent	15.1%
	No	Count	3044
		Percent	84.9%
Total		Count	3587
		Percent	100.0%

Q11c Do you plan steps next year?(Baseline only)

		Survey	
		Baseline	
Q11c Do you plan steps next year?(Baseline only)	Yes	Count	1066
		Percent	6.5%

	No	Count	15314
		Percent	93.5%
Total		Count	16380
		Percent	100.0%

Q15 How aware is upper mgmt of water costs/use?(Baseline only)

			Survey
			Baseline
Q15 How aware is upper mgmt of water costs/use?(Baseline only)	Very Aware	Count	14899
		Percent	66.6%
	Somewhat Aware	Count	4859
		Percent	21.7%
	Not Too Aware	Count	2205
		Percent	9.9%
	Not At All Aware	Count	392
		Percent	1.8%
Total		Count	22355
		Percent	100.0%

Q16a Who makes water mgmt decisions?(Baseline only)

			Survey
			Baseline
Q16a Who makes water mgmt decisions?(Baseline only)	Resp. + Upper Mgt	Count	6557
		Percent	29.3%
	Resp. + Others (not Upper Mgt)	Count	4318
		Percent	19.3%
	Resp. Only (in Upper Mgt)	Count	6082
		Percent	27.1%
	Resp Only (Not Upper Mgt)	Count	2303
		Percent	10.3%
	Both Upper Mgt & Others	Count	3146
		Percent	14.0%
Total		Count	22406
		Percent	100.0%

How many involved in water mgmt decisions?(Baseline only)

			Survey
			Baseline
How many involved in water mgmt decisions?(Baseline only)	1	Count	8315
		Percent	37.1%
	2	Count	8224
		Percent	36.7%
	3	Count	5091
		Percent	22.7%
	4	Count	540
		Percent	2.4%
	5	Count	235
		Percent	1.0%

Total	Count	22405
	Percent	100.0%

Q26a Why do you give that rating?(Baseline only)

			Survey
			Baseline
Q26a Why do you give that rating?(Baseline only)	Positive current project	Count	641
		Percent	2.9%
	Project in mind	Count	170
		Percent	.8%
	Need Info	Count	1283
		Percent	5.7%
	Always improving	Count	2024
		Percent	9.1%
	Save environment, water	Count	4623
		Percent	20.7%
	Save money	Count	3435
		Percent	15.4%
	Exhausted projects w/utility	Count	5
		Percent	.0%
	Done all w/o utility	Count	1138
		Percent	5.1%
	Nothing to do	Count	8139
		Percent	36.4%
	DK if more to do	Count	238
		Percent	1.1%
	No time or money	Count	283
		Percent	1.3%
	Other	Count	380
		Percent	1.7%
Total		Count	22359
		Percent	100.0%

Q26b Why do you give that rating (2)?(Baseline only)

			Survey
			Baseline
Q26b Why do you give that rating (2)?(Baseline only)	Project in mind	Count	47
		Percent	.8%
	Need info	Count	510
		Percent	8.4%
	Always improving	Count	2088
		Percent	34.3%
	Save environment,water	Count	1025
		Percent	16.9%
	Save money	Count	1271
		Percent	20.9%
	Nothing to do	Count	1020
		Percent	16.8%
	Other	Count	118
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		Percent	1.9%
Total		Count	6079
		Percent	100.0%

3.6 Population Survey Verbatim Responses to Selected Open-ended Questions

The verbatim responses given below provide more detail about the many conservation steps – and the reasons behind them -- that commercial customers took in 2001, that did not, for the most part, flow through the program.

9,10, 11, 11e--

During 2001, did your organization take any steps to save water in --

9a, 10a, 11a, 11f- What steps did you take?

Added whole new water line. Also replaced with new and better toilets.
Very seldom cleaning outside. Only two or three times a year.
Less frequent watering
Replace two leaking toilets and a urinal.
Replace two toilets with new lo-flo type
Took out hot water tank and replaced with heating coil- heats water as it's used.
Laid off five employees
Cut washing machine testing by one third
Replaced grinding tools- new ones have adjustable water feed
Remodeled bathroom installing low-flow toilets and faucet
Water saving toilet installed as part of bathroom remodel
Don't wash down floors any more- just mop them.
Stopped all outside cleaning- parking lot etc. Also put in drought-resistant plants
Posted signs for membership to limit water use
Did not turn on irrigation system in 2001
Tightened guidelines for washing/flushing potatoes-- single biggest water use
Drastically reduced outdoor cleaning
Watch leakage much more closely and repair faster than in the past.
Custodians/staff much more attentive to leakage/repair
Put low-flow sprayer nozzles in sink
Eliminated a lot of outdoor watering
Dip tanks- cut down on # of times we steam clean (billboard) panels. Only drain 1 of 3 two thousand gallon tanks at a time.
No pressure washing due to mild winter and water shortage
Replaced float in water tank attached to boiler. Fault float was causing leakage. Replacement fixed leak.
Thaw frozen food differently- place in coolers instead of running water over it.
Installed self-flushing urinals and toilets and automatic sinks
Made sure (laundry) loads were at capacity
Low flow toilets installed
Installed low flow toilets
Cut back on watering schedule
Disconnected ice maker. Now only connect it to make ice on request. Overall usage reduced by half at least.
Replaced 9 washers with more water-efficient models
Low flow toilets
Improved manufacturing process
Replaced showerheads to lo flow type
Installed water efficient washing machines
Rebuilt cooling tower- water loss was reduced
Tried to minimize outdoor water use
Changed shower heads to low flo
Regulate how often cooling tower is cleaned
Shower heads- eliminated partial loads of laundry
Ozone process for laundry
Reduced operating hours in laundry
Closed down vacant guest rooms- increased employee awareness of water loss

Manufacturing- cut back on 'flow through'- selectively rinse out tanks less often
More awareness of turning off valves, and valve replacement
Put a brick in toilet tank
Stopped outdoor cleaning entirely
Installed a timer on outdoor watering system
Monitored how much water used for indoor cleaning
Calibrated toilet tank bulbs
Closed delicatessen
Clean restrooms less often, with high-pressure water
Installed water pressure tanks for toilets
Installed more water efficient soda machines with ice maker on top
More careful with general use of water
Installed ozone-cleaning system-reduces water use 30%
Purchased 3 new water-efficient washing machines
Put in 'instant' hot water system
Changed 2.5 gpm aerator to 1.8gpm. Installed automatic flushing devices (infrared)
Decreased water levels in washing machines
Use more salt water in place of fresh water for large ships- ballast, cooling, etc
Installed air-cooled dryers instead of water-cooled
More overall awareness of water use
Installed optimal water control switch on all showers with printed instructions
Capital project reclaims vapor from exhaust-- reduces water used in mfg process

11g- Why did your organization decide to take the water saving steps you just told me about?

Had to replace toilet- maintenance. Also cost.
Watering less to save money. Fixed leaking.
Earthquake damage- had to reconstruct the building.
Cost saving
Monetary- high bills
Tools need to be replace, bathroom needed facelift.
Maintenance upgrade, and cost & time savings
Stopped outside cleaning, added plants to save money.
Posted signs for water conservation
Added mulch/ground cover at beginning of season and did not need to water outdoor landscaped areas as a result
Because of the water shortage- also cost.
Mainly cost, but also wanted to save water
Mainly cost saving
Cost savings and weather conditions
Necessary maintenance-type repair
Conservation, also rates keep going up-cost savings.
Conservation
Time to do replacement- suggested by plumber
Needed to replace toilets- went with best and cheapest
Cost savings
Conservation based on water shortage
Cost savings- saving over half what bills used to be even with higher rates
Cost savings and maintenance
Economics
Conservation and customer satisfaction
Conservation and to save money
Safety reasons as well as conservation reasons
Save water
Conservation - a primary organizational purpose (Mtrs)
Maintenance and plumber's recommendation
Water savings by-product of hot water energy savings

Economics plus recognized drought- wanted to be good corporate citizen
Save money and be good corp citizen
Conservation is a Port goal- ongoing efforts to meet goal
Water savings a by product of natural gas savings